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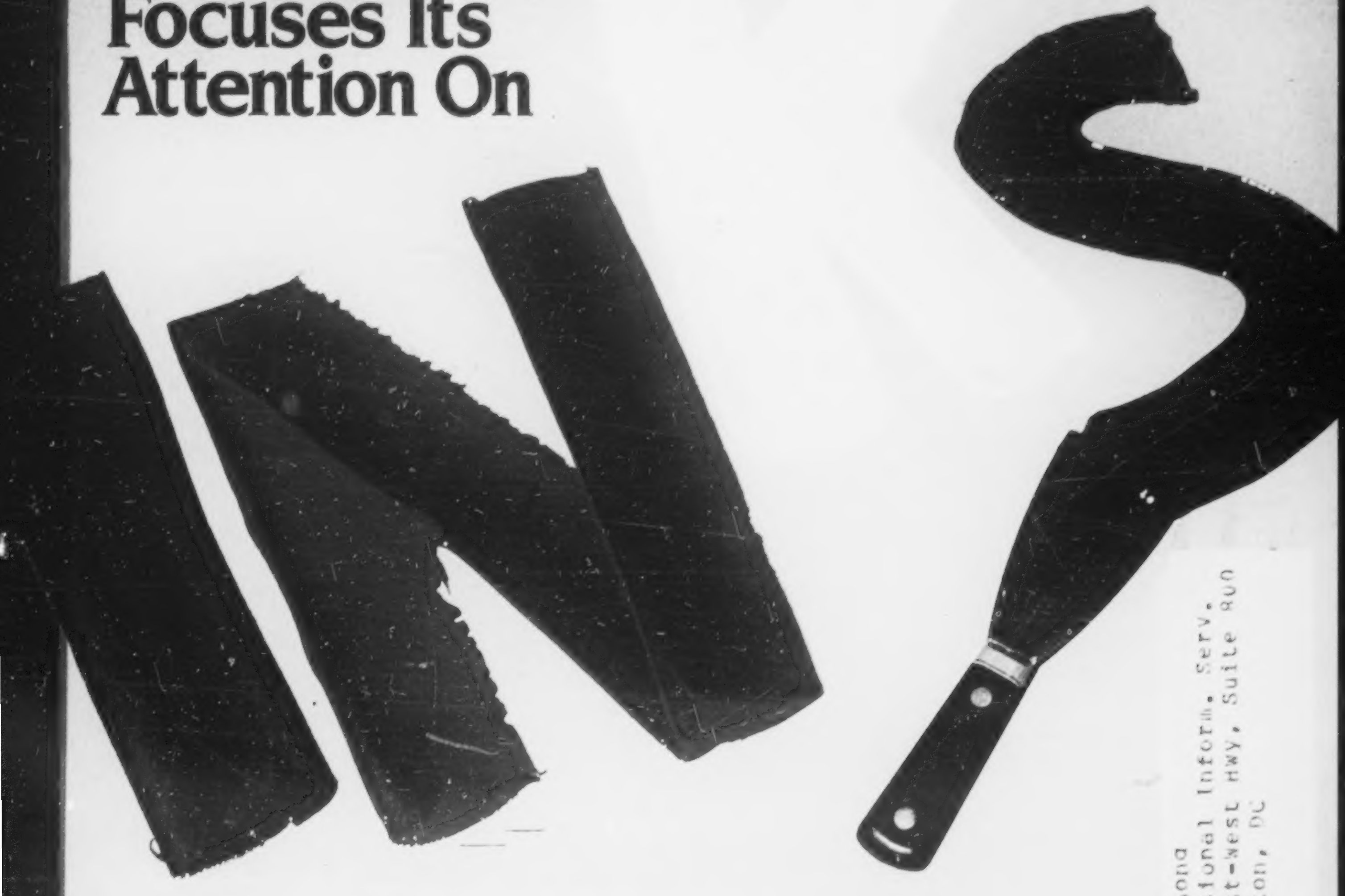
October 1985

presstime

The Journal of the American Newspaper Publishers Association

SPECIAL REPORT

Newspaper Business Focuses Its Attention On



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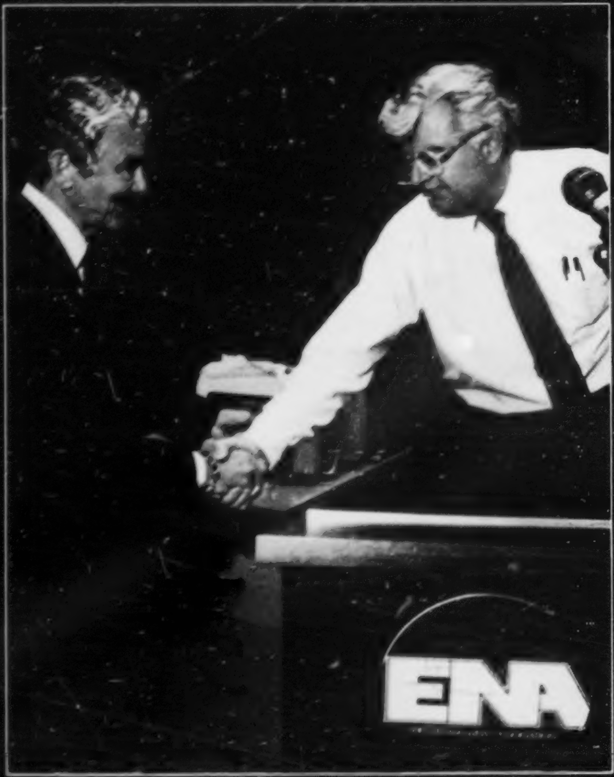
"The merger with Gannett assures that the excellent newspaper and broadcast services, which ENA has long provided, will be sustained and enhanced."

Peter B. Clark



Allen H. Neuharth
Chairman/CEO, Gannett Co., Inc.

Excerpts from ENA President Peter B. Clark's remarks to ENA employees in the newsroom of The Detroit News, August 29, 1985.

I'd like to stress to you today, after all these weeks of anxiety, that the Evening News Association did not set out—I stress did not set out—to seek a merger or a change in its situation. The L.P. tender offer made it extraordinarily difficult to sustain a shareholder group at the share prices that began appearing.

It became necessary for us very rapidly to look for, in effect, an organizational home. An organization that would maintain and protect and enhance the things we had tried to build with the Evening News Association over a long period of time—a friendly home, as it were.

If we had set out to plan a merger, at the very top of our list would have been the Gannett Co. We have a very great respect and admiration for the Gannett Co. We know its resources, we know its interest, not merely in broadcast but, most especially as it applies to us in this room, its interest in newspapers and the continuation of good newspapering.

We approached the Gannett organization and we were delighted to find that they were not only the most interested, but the most willing to express that interest in practical ways. After an intense period of discussion we worked out a basis for understanding, an agreement to merge. I can't think of a better person to commend to you as a successor guide of the future of the Evening News Association than Al Neuharth, his associates and the Gannett Co.

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Newspapers: Dailies
The Detroit News
The Vineland (N.J.) Times Journal
The Millville (N.J.) Daily
The Desert Sun in Palm Springs, Calif.
The Daily News in Indio, Calif.

Weeklies:
The Hammonton (N.J.) News
The Egg Harbor (N.J.) News
The Atlantic County Record in Mays Landing, N.J.
The Mainland Journal in Pleasantville, N.J.

Television stations:
KOLD-TV in Tucson, Ariz.
WALA-TV in Mobile, Ala.
KTVY-TV in Oklahoma City
KVUE-TV in Austin, Tex.
WDVM-TV in Washington, D.C.

Radio stations:
WWJ-AM and WJOI-FM in Detroit

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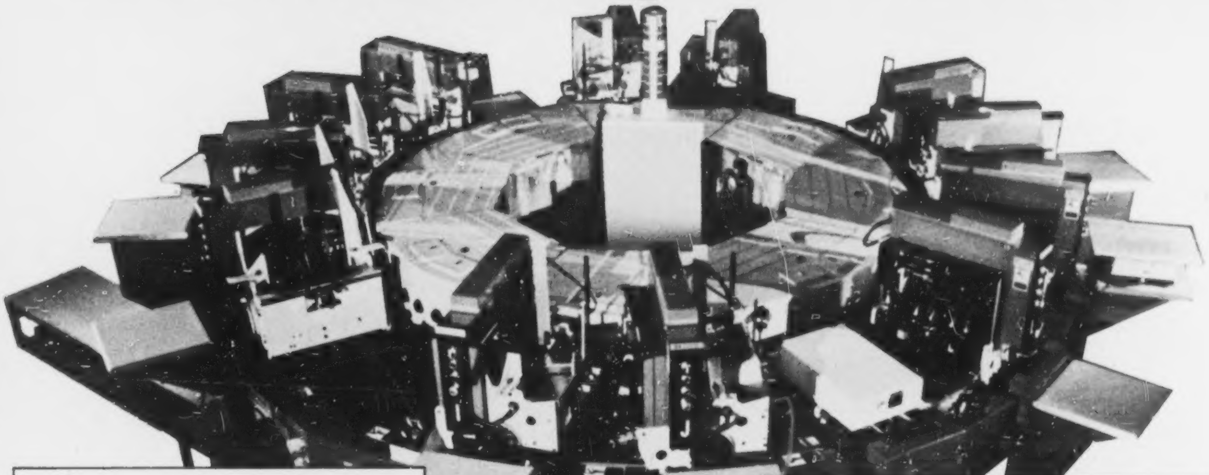
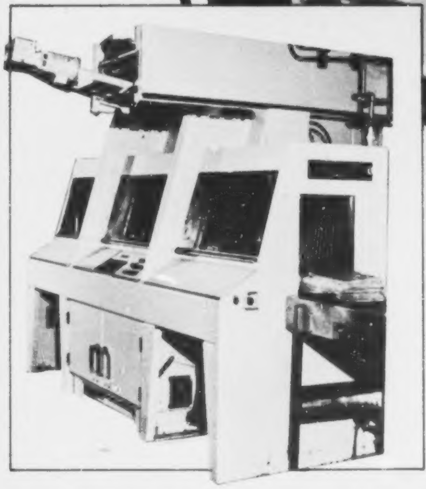
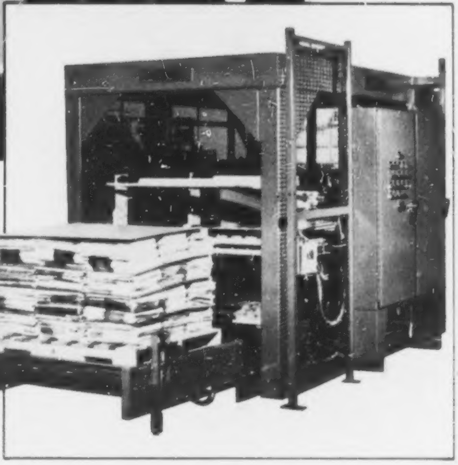


NP-1472 Newspaper Inserter



BOSS-60 Packaging System



NP-100 Programmable Palletizer

Harris's NP-1472 inserter, BOSS-60 packaging system and NP-100 programmed palletizer are designed to bring new productivity to newspaper mailrooms.

The NP-1472 has the versatility to adapt to any inserting job quickly and easily. It produces packages of up to 300 broadsheet pages in many jacket formats and automatically repairs incomplete sets.

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For more information, write Harris Graphics Corporation, Bindery Systems Division, Champlain, NY 12919.

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GOSS HEADLINER OFFSET on edition in Greenville

"We were able to retain existing equipment and leave our plant intact and at the same time increase production capacity–all at a cost we could afford–using Headliner Offset replacement units."

William deB. Mebane, Publisher, *The Greenville News* and *Greenville Piedmont*, Greenville, S.C.

The Multimedia group's flagship daily installed a 4-unit/2-halfdeck Goss® Headliner Offset® press in line with its 8-unit/4-deck Metroliner® press. The new press went successfully on edition, on schedule, July 25, 1984.

Mebane continues: "Goss technology allowed both ease of installation and retention of the substructures and other components of the letterpresses we replaced. And there's still room for four more offset replacement units, assuring our production capacity into the 1990s."

Production Director Bill Matthews adds: "We have plenty of flexibility, too–running the Headliner Offset and Metroliner units together or as two independent six-unit presses. And considering that we had to get our paper out on the Goss Metroliner press under tight space conditions while putting in the Headliner Offset press, the turnkey installation went smoothly. It was a good partnership–Goss responsiveness and a great effort by our own team."

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INDEX **VOLUME 7, NUMBER 10** **OCTOBER 1985**

Special Report *The message couldn't be more clear if it were printed in cyan, magenta and yellow. Ink, one of the essentials of newspapering, is at a turning point. Brighter, stronger, better inks are in. Rub-off is on the way out. Inks made with cheap mineral oils apparently are on the way out. Newspapers are demanding higher quality inks, and developmental work is under way to produce them. ANPA has played a role in ink research and development, particularly with its contribution to color standardization to meet advertisers' needs.* **26**

Advo retrenches *Competition from newspapers and its own rapid expansion activities are causing direct mailer Advo-System Inc. some problems.* **6**

Keeping the faithful informed *Increasingly blessed with professional editorial staffs, religious publications have grown in influence.* **8**

Chilling case *The Supreme Court's opinion in* Dun & Bradstreet v. Greenmoss Builders *makes it one of the most important libel cases of the century.* **16**

Retraction statutes *Under the laws of many states, newspapers can avoid some types of damage awards in libel cases if they print a correction.* **18**

Taking sports afield *Many big league journalists started on the sports desk, but some say the beat no longer is the way to score in newspapering.* **20**

Brighter is better *Reversing a 20-year trend, newspapers are demanding brighter newsprint to achieve better process color reproduction.* **24**

Taboo advertising *Whether or not to accept an advertisement is a newspaper-by-newspaper decision. Here are some kinds of ads papers refuse.* **34**

Gift subscriptions *Most newspapers say holiday subscription campaigns add little cheer to their circulation rolls.* **36**

Profile: C.K. McClatchy *This fourth-generation journalist thrives on competition and strives for openness at his newspapers.* **38**

Essay: Telephone talk *Charles T. Brumback of the Chicago Tribune Co. suggests ways newspapers can use the new telecommunications technologies.* **39**

New inks are coming *Major ink companies say they will make inks using highly processed oil that will not require cancer-warning labels.* **40**

Religious press, p. 8

Inks, p. 26
(Cover and Special Report color photos by Alan Tepper.)

Newspaper strikes, p. 50

Advertising 49
ANPA calendar 64
ANPA news 64
Chairman's corner 4
Education 44
Employee relations 50
Government affairs 40
Newspaper business 60
Newsprint 58
Overset 62
Postal affairs 44
'Shoe' 47
State and local 46
Speeches 48
Technology 54
Telecommunications 47
Transportation 58
World press 45

CHAIRMAN'S CORNER

The issue of ink safety can be turned into an opportunity to improve customer relations

I have an especially urgent message for you this month! As you know by now, the U.S. Occupational Safety and Health Administration's new "hazard communication" standard goes into effect Nov. 25 for manufacturers of certain chemical products including printing inks. The new regulation requires product labeling aimed at informing employees about the nature of materials they use on their jobs in the workplace.

All current formulations of oil-based printing inks will be covered by this new regulation and will have to bear labels indicating varying types of hazards that might result from using them unsafely.

OSHA's concern over the safety of oil-based inks is based on a United Nations study that concluded that certain compounds contained in the untreated oil caused tumors on mice. An independent study found no evidence of current inks causing problems for pressroom personnel and found the ink was, in fact, safe to use. Nonetheless, these currently formulated inks will contain warning labels to alert employees to proper handling, washing, changing clothes, etc.

Richard J. V. Johnson

Options by which newspapers could avoid such labeling were listed in an important ANPA Environmental Alert sent to you in August. They include use of treated-oil inks. Newspaper executives should be aware of these alternatives and should discuss them promptly with their ink suppliers.

Over the years, our newspapers have demonstrated a responsible, common-sense approach to the introduction of improved technology for enhancement of the pressroom environment and to all aspects of employee safety. The changes to photocomposition, offset printing, enclosed press-console rooms and de-misters all are part of an excellent safety record.

Many ANPA members believe this new, ink situation provides our industry with opportunities to make further, positive steps in adoption of low-rub inks, while preserving our long standing commitment to safety and significantly enhancing our reader relations and marketing flexibility. (Presstime discusses all ink-related matters in depth in this month's cover story.)

We all must pay close, prompt attention to these things.

If you have questions, call the ANPA technical staff or any of the expert members of our Technical Committee.

Dick Johnson

Richard J. V. Johnson
Chairman and President

ANPA

presstime

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We can't think of a better way to spend our money. Because an investment in bright young minds is an investment in the future. Theirs. And ours.

SCRIPPS HOWARD FOUNDATION

WEAKER IN SOME MARKETS

Advo posts financial

BY C. DAVID RAMBO
presstime staff writer

Advo-System Inc., the direct-mail competitor that has brought on many business headaches for newspapers, now is causing financial trouble for its parent firm. And some papers are benefiting from Advo's woes.

Newspapers in a number of markets report Advo activity has eased up a bit. An Advo spokesman confirms that the company has withdrawn from some small markets where there "wasn't sufficient activity" to justify continued efforts.

In some cases, newspapers report getting back advertisers that had been lost to the mails.

"The big push that we felt last year or early this year has just fizzled," says Frank J. Savino, vice president-marketing of The Record in Hackensack, N.J. "Everything has just seemed to quiet down."

Many other newspaper executives offer similar reports. Among the reasons for Advo's downturn are stepped-up competitive efforts by newspapers, including effective total- and target-market-coverage programs and persuasive sales pitches emphasizing newspapers' strengths as an advertising medium.

At the same time, though, newspaper executives are not taking Advo for granted. They realize that rocky financial times for the big direct-mail firm could smooth out eventually.

With such caveats, more than a dozen executives of newspapers and newspaper groups interviewed by presstime were of the opinion that:

- Advo generally has fewer consistent shared-mail partners than it did a year ago. K mart is going steady with the mailer in many markets, but other advertisers use the mail service sporadically.
- Advo's local sales force in many areas has been cut back. However, in some other areas it has been stable or even grown.
- Some Advo mail processing facilities in smaller cities have been closed.

"They've fallen back," says Mark G. Sullivan Jr., manager of retail advertising of the Press-Herald and Evening Express of Portland, Maine. "Advo was never really able to get the [shared-mail] package together with the proper people and the people they needed" to make it financially successful in his market.

Two years ago, Sullivan notes, Advo was a "big worry" because of the program known as Marriage Mail—its brand name for local or regional shared-mail programs in which two or more advertising preprints are united as a single package.

Similarly, Werner Veit, president of Booth Newspapers, observes that "K mart is still in it, but they [Advo] haven't been able to get anybody else" on a regular basis in markets served by the eight Booth dailies in Michigan.

"Now it's usually just one advertiser in the mailing, if there is any mailing at all," says Billy Crews, associate publisher of the Northeast Mississippi Daily Journal of Tupelo. Crews, who points out that K mart is not in his market, says Harte-Hanks Direct Marketing "seems to have become more dominant in the past month or two than Advo." That direct-marketing firm is a subsidiary of Harte-Hanks Communications Inc., a San Antonio-based company that includes newspapers, broadcast stations, a market research firm and other businesses.

> "The big push that we felt last year or early this year has just fizzled. Everything has just seemed to quiet down."

Jeremy L. Halbreich, executive vice president of The Dallas Morning News, says while Advo still appears to be mailing to the same number of ZIP codes in the Dallas area, the "volume of advertising has declined. . . . There has been some loss of some of their heretofore regular customers."

Both the Morning News and the Dallas Times Herald have picked up volume, he says.

G. Dennis Berry, vice president and general manager of the Atlanta Journal and Constitution, also says the "number of pieces in Marriage Mail seems to have decreased." The Journal and Constitution now have all the K mart advertising and all the major food advertisers, Berry says.

Why the slump? Newspaper executives believe Advo's difficulties lie partly in trying to expand too rapidly. Advo officials "overextended themselves in all that they did, including pricing," says Savino of Hackensack.

Another reason for what some executives called Advo's "retrenchment" in some markets is daily newspapers' TMC programs. Most dailies now offer advertisers reach beyond that of paid circulation.

In a nutshell, "We competed against them and won," says Richard Kaspar, vice president and general manager of the Columbus [Ga.] Ledger and Enquirer, a member of the Knight-Ridder Newspapers group.

Veit of Booth Newspapers says all of his papers have TMC programs, and "we offer everything that Advo does and then some." The Booth papers can provide delivery to a specific "ZIP code, town, geographic area, circle around the store—whatever they want. We're just more flexible" than a mailing house, he says.

But more important, Veit says, is newspapers' inherent advantage of being a purveyor of news and information. "No question about it," he says, "our biggest advantage is that we're a daily newspaper. That's where advertisers want to be. . . . We've been around for 100 years, and people know who we are."

For many advertisers, mail delivery "is not their strategy," Veit says. "It's not what they want."

Yet Advo continues to keep a strong hold on many markets.

Raymond A. Jansen, senior vice president of marketing and operations at The Hartford Courant, says Advo is more active this year than last in the Hartford area, where Advo has headquarters. "But at the same time, so are we," he observes.

K mart in March 1985 left the Courant entirely for Advo's direct-mail services, as did a major supermarket chain in August 1984.

woes

ADVO-SYSTEM

The Hartford Courant

Advo-System Inc. still poses strong competition for ad dollars in hometown Hartford.

"Could we be running more if Advo was not in the market?" Jansen asks. "Probably, yes."

Keeping up their guard. As newspaper executives take note of their competitor's weakening position in a number of places, they are not giving it up for dead. Quite the contrary.

"We still feel Advo's presence," says Berry of Atlanta. Like many newspaper executives, he continues to monitor closely the activities of Advo and all other competitors, for that matter—including shoppers and free newspapers.

"Advo still remains a very aggressive competitor for retailers' ad dollars," says Edward T. Parmelee, Knight-Ridder's vice president of marketing. "We still have a very high degree of respect" for the organization.

He points out that Advo maintains good computerized mailing lists and has an aggressive sales force.

Advo offers advertisers good prices, made possible mainly by advantageous postal rates, Parmalee continues. "That third-class postal rate is very attractive, and until that is changed, Advo is going to remain a strong competitor." The newspaper business, through ANPA, is urging postal authorities to implement higher third-class rates. The Association has argued that third-class mail rates are unfairly low compared with first-class [**presstime**, April 1985, p. 43].

The Knight-Ridder executive observes that in addition, Advo offers advertisers the ability to reach an entire region through a single purchase. Newspaper advertising networks have been set up to accomplish the same thing, and "we will increasingly see considerably more networking," he says.

Networks have been established by the Newspaper Advertising Bureau, the Landon Associates advertising representative firm and by some newspapers in Southern California.

Newspapers' intensified efforts to meet the competitive challenge posed by Advo come as its parent company, John Blair & Co. of New York City, reports a $13.7-million loss for the first six months of this year. Partly responsible was Advo's taking "longer than expected to achieve profitability," the company says. Blair, a 50-year-old company whose holdings include five television and eight radio stations, completed its $37.1-million acquisition of Advo in March 1984.

According to the company, the other reason for the red ink was "continuing problems" in the John Blair Marketing couponing subsidiary, which places coupon inserts in newspapers and in the mails. Advo and John Blair Marketing make up Blair & Co.'s Marketing Division. In 1984, the division had revenues of $496 million, about 60 percent of the total for Blair & Co.

"Not fully foreseen . . . was the severity of price-cutting competition in free-standing newspaper coupon inserts, in which Blair has been a national leader," the company said in its 1984 annual report, in which it noted a 43-percent drop in overall net earnings from the previous year.

> *"Advo still remains a very aggressive competitor. . . . We still have a very high degree of respect" for it.*

One measure Blair plans as part of its financial turnaround will benefit newspapers: It is to insert free-standing coupon supplements on 20 Sundays in 1986, which will equal the number planned this year, says Blair Marketing Chairman Edward J. Fuhrman.

Blair Marketing had planned to reduce the number of "fsi" dates and increase the number of dates for Network Mail—its national shared-mail program using coupons as a "wrapper" [**presstime**, Dec. 1984, p. 35]. But Fuhrman, acknowledging that "some inadvertent signals" had been sent out "suggesting that we are lessening our commitments" to newspaper inserts, says the company remains heavily committed to newspapers.

Blair Marketing has scheduled 14 Network Mail dates for 1986, Fuhrman says, six fewer than are planned this year.

Blair & Co.'s transitional period since acquiring Advo has included organizational and management reshuffling. Blair initially intended to consolidate Advo and Blair Marketing. Former Advo President John A. Valentine emerged as head of that union. But he resigned in March, and there followed a greater separation of the two subsidiaries. Each now has its own top executive who reports to Hugh R. Beath, executive vice president of Blair & Co. At Advo it is President William W. McConnell; at Blair Marketing, it is Fuhrman.

Although the parent company said in the annual report that it intends to "continue our strong presence and a market leadership position in both the cents-off coupon and shared-mail industries," sources say Blair has discussed selling all or part of its Marketing Division.

The company will not comment.

Financial analyst James D. Dougherty of F. Eberstadt and Co. of New York, who follows Blair, says he does not think the firm is interested in divesting Advo, but it may be thinking about selling some or all of the couponing business.

"I believe that the Advo business is a sound business" and that Blair & Co.'s decision to buy it was "a good one," Dougherty says.

He adds that he expects Blair to return to profitability for the long term, probably by next year. ☐

Publications devoted to matters ecclesiastical form the Religious Press

BY MARCIA RUTH
presstime staff writer

"Kosher Food Fraud Probe" . . . "Tax Threat to Charity" . . . "Peace Ribbon: 10 Miles of Art Panels Tell Nuclear Fears, Hopes."

Whether delivering news their readers do not receive through the secular press, presenting a point of view most newspapers ignore, or delivering background months before certain events hit the front pages of general-circulation dailies, the religious press fulfills a vital function in American journalism.

"We are no longer laughingly referred to as 'weaklies,'" says Robert A. Cohn, president of the American Jewish Press Association and editor of the St. Louis Jewish Light. "We are influential and important, and people are interested in what we have to say."

Numbers are hard to establish. Nearly 1,000 publications, slightly more magazines than newspapers, belong to the major Jewish, Catholic and Protestant press associations. These include publications that are official organs and those that are independently owned but published for specific religious groups.

There is also a wide variety of religious publications that are not members of one of the religious press associations.

The religious press is "sort of an amorphous mass that is continually in flux," says Russell Chandler, religion writer for the Los Angeles Times, past president of the Religion Newswriters Association. "Some edges of it are dying, and some are growing."

With the breakdown of many homogeneous neighborhoods and with the rise of mail costs, religious papers that once published daily have become weeklies. Many have changed format—from broadsheet to tabloids or magazines—in an effort to please readers.

Charging for subscriptions and accepting advertising are commonplace, although religious papers generally are not major business competitors for traditional newspapers.

In terms of the editorial product, there is a trend at many religious publications toward increasing professionalism.

"There was a day when those who worked on the (religious) paper fell into two categories: preachers and low-paid assistants, but that has changed drastically," says Bobby S. Terry, editor of Word and Way and president of the Southern Baptist Press Association.

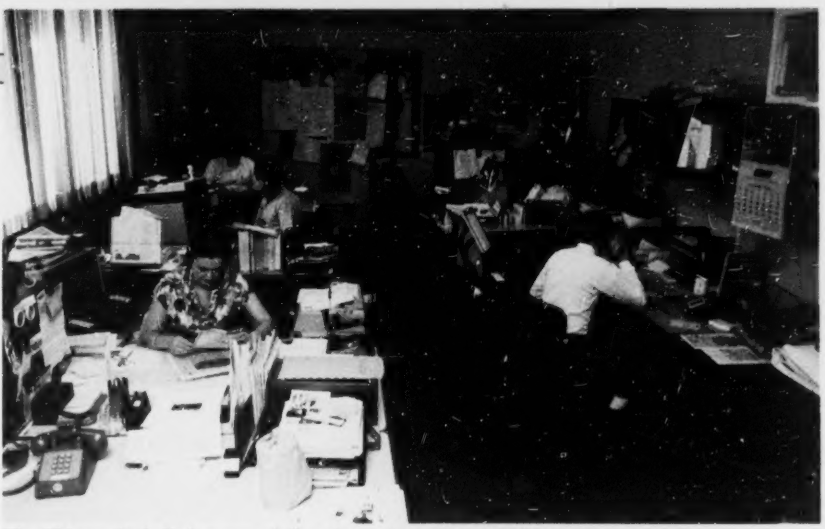
"Nine out of 10 people are in jobs (with the Catholic press) because of their journalism background rather than church background," says James A. Doyle, executive director of the Catholic Press Association of the United States and Canada.

Still, most religious publications have small full-time staffs. They tend to rely heavily on correspondents or stringers and national news sources such as Religious News Service, Jewish Telegraphic Agency and National Catholic News Service. (See story, next page.)

Parallel to the increasing professionalism of the religious press is increasing

Jewish News
Shi'ite terrorism poses universal threat
CATHOLIC new york
Stadium Cheers
JEWISH EXPONENT
HUNTING NAZIS
The Catholic Sun
Church infiltration 'not outrageous' judge here rules
Canadian Churchman
OurSundayVisitor
Mississippi's riverboat priest
THE UNITED METHODIST REPORTER
Peace ribbon:

There is a trend toward more professionalism in religious newspapers.



James Kilcoyne, Chicago Catholic

The Chicago Catholic has seven full- and part-time editorial staff members.

attention paid to religious issues by secular media. There is a "new awareness that religion cannot be ignored and must be treated professionally and with the very best journalistic skills," says Louis A. Moore Jr., religion editor of the Houston Chronicle and current RNA president.

This new emphasis by secular papers in no way diminishes the importance of the religious press, says Chandler of the Los Angeles Times. "I don't see the two as competing. If anything," he adds, secular coverage heightens interest in the religious press "because it makes more people aware of religion and how it impacts society as a whole. The fact it (religion) is perceived as being newsworthy and commands space and good display in the secular media enhances the religious press's ability to also speak to these issues."

Jewish ethnic impact. In a general sense, the major groupings of religious publications break down this way: Jewish publications are independently owned and operated; Roman Catholic publications are affiliated with the church; and Protestant publications run the gamut.

The vast majority of the 180 member publications of the American Jewish Press Association are newspapers. While the 25 to 30 AJPA-member magazines generally seek national or international audiences, the newspapers have historical roots in urban communities where Jews settled into well-defined neighborhoods around the turn of the century.

For most of the Jewish papers, whether published by religion-oriented community groups or by individuals, the emphasis is more ethnic than religious.

"I personally feel I am in no position to tell people what to believe," says Miriam Goldberg, editor and publisher of the Intermountain Jewish News, begun in Denver in 1913 and now circulated in Jewish communities in Utah, Wyoming, Colorado, New Mexico and Oklahoma. "I think of ours not as a religious publication, even though that's what it's called. 'Ethnic' is a better word."

"I used to think the paper was put out by rabbis for rabbis, but nothing could be further from the truth," says Albert H. Erlick, managing editor of The Jewish Exponent, a 65,000-circulation weekly begun in 1887 and now owned by the Federation of Jewish Agencies in Philadelphia. "The paper exists to build community more than to build religious belief."

Defining what "community" means to his readers, Erlick says: "It's more than bagels and lox, more than synagogue on Sabbath. . . . It's the club and it's the school. . . . It's the sense of caring when Jews anywhere are threatened. It's what makes you march for Soviet Jews, contribute for Ethiopian Jews. . . . It's a sense of being connected, and the publication is one of the agents by which we build and maintain that sense of connection."

Given the differences in religious beliefs among Jews—from strict Orthodox observers through adherents to Reconstructionist philosophy—"a major challenge is to conduct a newspaper to appeal to and not offend segments of the community," says AJPA President Cohn, whose St. Louis paper reaches over 12,000 homes.

The objectives (of the Jewish press) also have changed over time, says Cohn. "While the original purpose was to help integrate Eastern European Jews into the community, the function now is to be a safety valve, to provide a forum for Jewish viewpoints when we feel frustrated by national or international events." It also gives space to such topics as Soviet Jewry "not covered extensively by the secular press," he says.

The Jewish press association has been nearly split in two by legal action brought by a group of independently owned Jewish newspapers against a paper owned by a Jewish "federation" in Los Angeles. Historically, federations—city-based associations of Jewish charities—have provided social services to needy Jews, such as orphans and the elderly. Recently, some federations expanded what used to be house organs into full-fledged newspapers. The independents say the federation link gives these papers an unfair competitive advan-

3 news services cover religion exclusively

Three news services supply news, feature articles and photographs to the religious press as well as to other publications.

- Religious News Service, founded in 1934 by the National Conference of Christians and Jews, has been operated by the United Methodist Communications Council since 1984.

An ecumenical service with headquarters in New York City, RNS provides news, features and photographs to about 200 clients. About half are Protestant publications, one-fourth Catholic and the other quarter a mixture of Jewish publications, secular newspapers and others.

- Jewish Telegraphic Agency was founded in La Hague, Switzerland, in 1917. Moved first to London and then to New York City in the early 1920s, JTA was incorporated in 1935 as a non-profit organization.

Governed by a board of directors, primarily journalists and leaders of the American Jewish community, JTA mails daily news bulletins to about 2,500 subscribers. About 100 of these go to Jewish newspapers, with the balance reaching journalists of the secular press, radio and cable-television stations, and government officials.

- National Catholic News Service was founded in 1920 as a division of the U.S. Catholic Conference, the civil arm of the National Conference of Catholic Bishops.

Based in Washington, D.C., NCNS serves about 150 U.S. periodicals (nearly all Catholic newspapers) and has clients in about 40 countries.

Although NCNS serves secular dailies abroad, it does not seek expansion to U.S. dailies, because that would displace the competitive edge for news now held by Catholic weeklies.

tage. The litigation, brought last year, is pending.

While Jewish newspapers serve primarily local communities—averaging about 20,000 circulation in areas like Baltimore, Cleveland, Kansas City, Mo., Washington, D.C., and Long Island, N.Y.—magazines published by major international membership organizations like B'nai B'rith and Hadassah have circulations of over 200,000, primarily in the United States.

The major Jewish religious groups publish quarterlies with a combined circulation of more than 500,000—50,000 Orthodox, 240,000 Conservative and 280,000 Reform.

Magazines said to be particularly influential among intellectuals are the 40-year-old, neo-conservative Commentary, and more liberal newcomers such as Moment and Midstream.

Strong diocesan ownership. In contrast to the Jewish press, where newspapers are owned by community groups or private individuals, the bulk of Roman Catholic newspapers are owned by the church's dioceses. There are about 160 Catholic papers, only five of which are privately owned and nationally circulated.

In addition, there are about 350 Catholic magazines, about 120 of which belong to the 300-member Catholic Press Association. The association includes publications that are church-affiliated as well as those that are independent.

The Catholic Press Association's Doyle estimates that 5.5-million people read Catholic newspapers, while nearly four times that number read Catholic magazines. But "newspapers are significant," says Doyle, "because that's the way the average Catholic relates to the church community."

In each diocese, the bishop is the nominal publisher of the paper, yet editors "pretty much operate independently," he says.

"The (Catholic) paper relates to the (Los Angeles) bishop the same way the Los Angeles Times relates to Otis Chandler," says Alfonse K. Antczak, managing editor of The Tidings in Los Angeles (circulation 50,000).

Antczak emphasizes that each diocesan newspaper differs. "A lot of people hear 'Catholic papers' and think we're homogeneous, but we're not," he says. "You have 160 different publications, 160 different editors, and 160 different financial and other arrangements."

Some diocesan papers are sophisticated, multi-page editions with circulations of over 100,000—in areas like Chicago, New York, Long Island, Pittsburgh and Milwaukee. But in several locations, such as the Diocese of St. Augustine, Fla., there is no diocesan paper, so the diocese prepares its information and distributes it by purchasing space in secular newspapers that circulate in the area.

Craig Terkowitz, Baltimore Jewish Times

Baltimore Jewish Times Editor Gary Rosenblatt (third from left, seated) conducts staff meeting.

From diocese to diocese, some Catholic papers are expanding and others retrenching. For example, a new monthly, The San Francisco Catholic, recently replaced a weekly publication, while Phoenix's monthly—which had ceased publication—was reborn as a biweekly, The Catholic Sun.

"We can't do what they do, and they can't do what we do," says Sun Editor Christopher Gunty, describing why he believes his diocesan newspaper is "complementary" with the local secular press. "They are not able to give the attention to details we can give," he says, and The Catholic Sun also dwells more on "how secular issues relate to the people in the church."

Nationally circulated Catholic newspapers are not owned by the church, and they perform a different function. They offer more analysis and commentary—and from widely different points on the political spectrum. Roughly speaking, The National Catholic Reporter (circulation 47,676) represents the "left"; The Catholic Register (circulation 45,750) the "right."

The Reporter, whose average reader has a postgraduate degree, is known for tackling controversial issues such as women's ordination and the role of "liberation theology" in Latin America.

The feisty weekly with a staff only about two-thirds Catholic considers itself an "independent voice within the church," says editor Thomas Fox, a former editor at The Washington Star and reporter with the Detroit Free Press. "If we are sometimes viewed to be a critic, we hope people acknowledge we are a loving critic," he wrote in the Nov. 26, 1984, issue, celebrating the Reporter's 20th anniversary.

Occupying a central position is the newsmagazine, Our Sunday Visitor, which boasts an independent circulation of over 200,000. An additional 60,000 copies are inserted into diocesan newspapers.

"We define our audience as the average Catholic in the pew," says Editor Robert D. Lockwood. "We don't have an ideological ax to grind," he says. "We like to consider ourselves in the middle—where we think most Catholics are."

Another national newsmagazine, Catholic Twin Circle, aimed primarily at young families, is owned by the same California publisher as The Catholic Register—Twin Circle Publishing Co..

Catholic magazines considered influential because of their selective readership include Commonweal and America.

Protestant potpourri. While Jewish and Catholic publications fall into relatively definable patterns, the large segment of the Christian press that covers Protestant churches is much more difficult to characterize, and its influence and circulation are harder to describe. "The Protestant press is as varied as Protestants tend to be," says Donald F. Hetzler, executive secretary of The Associated Church Press.

Generally speaking, there are more than 20 basic groupings of Protestants, with at least 150 well-defined denominations among them. In addition, there are major Christian religious groups, such as the Mormon church, that are not Protestant. Out of this diversity comes a multitude of publications.

Overall, newspapers tend to play a secondary role to magazines in molding opinion among Protestants, says Gary Warner, executive director of the Evangelical Press Association. "What newspapers you find are very localized publications."

There are three major Christian press associations with predominantly Protestant membership:

- Associated Church Press has about 160 members, only one-fourth newspapers, and a combined circulation of about 12 million, primarily among mainline Protestant denominations.
- Evangelical Press Association counts about 300 members, only about 50 newspapers, and requires adherence to a doctrinal statement of belief for membership.
- Southern Baptist Press Association includes the 36 state papers affiliated with the Southern Baptist Convention, with an estimated circulation of about 1.8 million.

Among these three broad groupings of church-affiliated and independent Christian publications, the largest single operation is The United Methodist Reporter.

In one form or another, it circulates to over half a million homes throughout the United States. National news is reported and written from the central office in Dallas, then combined with local news from individual churches in more than 400 editions.

In Baptist publications, however, a more denominational tone prevails.

"Four words have been used to describe the papers' role among Southern Baptists. These words are: information, inspiration, indoctrination and enlistment," says the Southern Baptist Press Association's Terry.

So basic is the church newspaper to the nearly 2 million Southern Baptists who receive them, Terry offers this comment: "You take away the state Baptist papers, and you sow the seeds of destruction for all that we do together."

Among Baptist publications, the largest is in Texas, where the Baptist Standard carries news of primarily local interest to more than 350,000 church members.

"We're covering Baptist life for Baptists," says Standard writer John M. Rutledge. "If it were not for us, the churches would not know what other churches are doing."

The most widely read of ecumenical Protestant magazines is Christianity Today, with a circulation of 180,000. Also influential are Christian Century, Christianity and Crisis, and Sojourners.

This wide spectrum of voices represents a "very important alternative and independent voice in the United States," says Hetzler of The Associated Church Press, "something we should very highly prize." ☐

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DataTimes

Several major dailies owned by church groups

"In all the history of journalism, surely there is no more extraordinary and unexpected phenomenon" than the emergence of The Christian Science Monitor as a force in worldwide journalism, wrote Erwin D. Canham in *Commitment to Freedom*, his loving history of the newspaper he edited for three decades.

With a reputation for intelligent and responsible journalism, the Monitor is one of a handful of U.S. newspapers that are owned by a religious group but have a readership well beyond members of that particular group.

The Monitor was established in 1908 by Mary Baker Eddy, founder of the Christian Science faith, as an antidote to the "yellow journalism" rampant at the turn of the century.

A much older newspaper is The Deseret News, begun by the Church of Jesus Christ of Latter-day Saints in 1850. Three years after Brigham Young led his followers to Salt Lake City, the paper's wrought-iron press—described as "a little larger than a clothes wringer"—was shipped around Cape Horn and hauled overland from San Francisco by a team of oxen. Because there were not enough trees for paper in the salt-soaked earth, settlers gathered rags to feed the imported press, which churned out two pages a minute.

The newest examples of general-circulation dailies owned by religious groups are those published by News World Communications Inc., owned by associates of the Rev. Sun Myung Moon, founder of the Unification Church. They are: The New York City Tribune, which began publication in 1976 as The News World and suspended publication Aug. 26 until its new printing plant is completed on Long Island early next year; The Washington Times, launched in 1982 as a conservative alternative to The Washington Post; and Noticias del Mundo, a Spanish-language paper published in New York and Los Angeles that dates from 1980.

On the question of editorial ties to church beliefs, the Times is adamant about total independence.

"The owners wouldn't presume to give me instructions," says Arnaud de Borchgrave, former chief foreign correspondent and senior editor of Newsweek magazine who last March was named editor-in-chief of The Washington Times. A Roman Catholic, de Borchgrave scoffs at those who question his political autonomy. "I don't take orders from the Pope, and I don't take orders from Rev. Moon, and I don't take orders from any [other] religious leader," he says.

The Times' circulation of 83,962 included about 7,000 copies of a national edition, printed in California. The Times national edition was replaced in September by a weekly magazine, Insight. Circulation of The Washington Post is 771,253.

Director of Advertising O.T. Watkins says the Times' advertising revenue was up 70 percent for the first five months of its fiscal year, which began April 1, compared with year-earlier figures. However, the paper continues to run deeply in the red, having lost more than $150 million since its start-up three years ago.

The Monitor has firmer ties to the mother church but strives to appeal to a wide audience. "We are certainly not trying to put out a denominational paper or a paper that serves the interests of Christian Scientists only," says Managing Editor Richard A. Nenneman. "We are somewhere in between, trying to put out a paper that concentrates on the issues that we as Christian Scientists think are important."

The high percentage of the newshole devoted to international coverage reflects a "mission" of the church to create "an awareness of the conditions under which people live all around the globe," says Nenneman.

The generally "upbeat" nature of most features reflects another Christian Science tenet, "to enhance the quality of life instead of dragging it down," he says, "to present lifestyles that can be emulated and experiences that can give people hope."

Like The Washington Times, the Monitor also is a red-ink operation, costing the Christian Science Church a reported $10 million annually.

But unlike the Times, where none of the top editors and few of the staff belong to the Unification Church, most of the staff and all of the top editors at the Monitor are Christian Scientists.

The Monitor is printed in six locations—five in the United States and one in London. John H. Hoagland, manager of the Boston-based Christian Science Publishing Society, says another printing site—in the southwestern United States—may be added within the next year. He says the paper is making a big push to add circulation, which stood at 151,122 for the six months' ended last March 31—a gain of about 2,500 copies a day from the year-earlier figure. Ten percent [about 17,000 copies] of the Monitor's circulation is distributed abroad.

At The Deseret News, "independence" takes on a different quality. Unlike the Times and the Monitor, its audience is largely composed of members of the church that owns the paper: Mormons comprise about 70 percent of Utah's population and about 50 to 60 percent of Salt Lake City's metropolitan area.

"The Mormon population tends to read The Deseret News and the non-Mormons tend to read The [Salt Lake] Tribune," says News Editor William B. Smart, "but there is considerable crossover on each side."

Like the Monitor, the News is technically governed by a board made up of church members, but it is more closely tied to the church hierarchy. At the News, three of the eight current directors are Apostles [the 12-member governing body of the church] and another is a member of the Council of Seventy [the next highest group in the hierarchy].

Although the influence of the church is apparent in the "higher standard in terms of moral issues and things of that type," says Smart, "we seek to edit in such a way that church ownership is not apparent."

The News does carry a weekly tabloid specifically devoted to church issues and events. The LDS Church News, as it is called, now has a circulation of about 175,000 copies, primarily in the United States and Canada.

The News [afternoon circulation 63,509] and the Tribune [morning circulation 110,274] established a joint operating arrangement in 1952 through the Newspaper Agency Corp. [presstime, Aug. 1985, p. 16].

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Midland Reporter-Telegram

Wendell Smith
Assistant Camera Foreman, The Midland, Texas, Reporter-Telegram

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Some chilling new libel concerns

BY TONDA F. RUSH

Before departing hot and sticky Washington, D.C., for the summer, the U.S. Supreme Court left members of the press some chilling news—the court's decision in *Dun & Bradstreet Inc. v. Greenmoss Builders Inc.*

Some commentators have called it the third most important libel case of the century. It would have claimed the blue instead of the white ribbon if the only measure were the resultant plunge in the press's mercury. Even *Gertz v. Robert Welch Inc.*, by consensus the second most important case, offered the comfort of insulating the press somewhat from punitive damages. *Dun & Bradstreet* seems to be suggesting *Gertz* made things a little too comfortable and the high court is thinking of taking it away, little by little.

What was this sleeper of a case, so complex that the court held it over for two terms and asked for additional briefing before deciding it?

It involved a reporting error by a 17-year-old high school student employed by Dun & Bradstreet who misinterpreted a bankruptcy petition filed by a former Greenmoss employee to have been a petition by Greenmoss itself. By the time Dun & Bradstreet caught the error, eight days had passed, and five recipients had read the erroneous credit report generated by the student's error. For the mistake, a Vermont jury awarded $50,000 in damages presumed to have occurred and $300,000 in damages to punish Dun & Bradstreet for its handling of the matter.

Rush is ANPA counsel/government affairs.

The question before the court was whether Greenmoss could recover this $300,000 without having shown that the report was published with actual knowledge of its falsity in reckless disregard for the truth.

A bit of background first:

In *the* most important libel case, *New York Times Co. v. Sullivan*, the Supreme Court had developed this idea of knowledge and recklessness, embodied in a legal concept known misguidingly as actual malice. Actual malice, as most reporters knew even before Paul Newman and Sally Field told them so, stands as a conceptual barrier between public figures and any recovery of damages in a libel suit. Since *Gertz* in 1974, it has also held back punitive damages from private persons.

In other words, since *Gertz*, a non-public plaintiff could recover some damages just by proving he or she was harmed by a defamatory statement made negligently, but to collect the windfall known as punitive damages, he or she must prove the statement was made with actual knowledge or reckless disregard—tantamount to an intentional lie rather than simply a careless mistake.

Alan Tepper

The Supreme Court may have weakened some protections for the press.

These barriers held back states from full exercise of their otherwise nearly unlimited power to protect individual reputations, and they did their job in the name of the First Amendment's intention to encourage free public discourse.

Dun & Bradstreet hands some of that power back to the states. It upheld the punitive damages because the credit report carrying the false statement was "solely in the individual interest of the speaker and its specific business audience"—or in legal shorthand, not in the public interest.

Tossing salt into the wound, Chief Justice Warren E. Burger added his concurrence with the court's decision and ended his opinion with a left-handed compliment to a great newspaper publisher:

> "Consideration of these issues inevitably recalls the aphorism of journalism attributed to the late Roy Howard that 'too much checking with facts has ruined many a good news story.' "

Justice Byron R. White, who chimed in with yet another concurring opinion (the court's opinion having been written by Justice Lewis F. Powell) frankly acknowledged that *Dun & Bradstreet's* homily was that the press should not feel quite so protected by *Gertz* and *New York Times.* He harked back to the days when libel laws were solely the business of states, untrammeled by the esoterica of the First Amendment. He raised questions about how viable *Gertz* really is after *Dun & Bradstreet.* The mercury in the newsroom does a nosedive after White's words. If his broad hints become legal reality, a simple mistake—not made recklessly, not even made carelessly—could be actionable.

Before bringing out the parkas, however, reporters and editors might do well to see what the temperature is outside the newsroom.

The court seems inclined in *Dun & Bradstreet*—as it may prove again in *Philadelphia Newspapers Inc. v. Hepps* (see story, p. 42) in this term—to believe that it is the province of the states to decide how much protection individuals need from the sharp-tongued press or how much protection the press needs from the sharp-eyed plaintiff's lawyer.

A state that believes the individual reputation is paramount over free speech may soon find its First Amendment shackles loosened enabling it to enforce that belief in the courts. On the other hand, a state that believes the knocks and scrapes sometimes inflicted by a free press are a small price to pay may offer some insulation from the harsh effects of *Dun & Bradstreet*.

Dark scenarios. In any event, the press should be on the lookout for a number of possible developments in the next few years. For example, a libel plaintiff who finds errors:

- In places other than news columns and claims punitive damages because the display ad or personal classified ad is not in the public interest
- On a feature page and claims punitive damages because the story itself is not in the public interest—a fashion story, a music review or sports account, for instance—because it is "soft news"
- On the news pages and claims punitive damages because the story is not in the public interest—it is on a topic of little general public concern, for instance.

Sound unlikely? All these possibilities may arise from *Dun & Bradstreet*. And more.

A libel plaintiff might claim that, as a private figure, he or she should collect as a result of a wrong address in the police blotter column even though the mistake was the police department's, not the newspaper's. That's because Justice White suggested *Gertz* no longer requires plaintiffs to prove at least negligence by the press to recover.

Or a politician might claim damages, both actual and punitive, from a negligently made error in a news story because Justice Burger seems to be backing away from requirements of actual malice in public figure cases.

Sound a bit like a Star Chamber? All of the above were possible before 1964 and are held at bay now by the gossamer threads of *New York Times* and *Gertz*. The diminished faith expressed by the concurrences of *Dun & Bradstreet* will certainly be tested by plaintiffs somewhere. The results could, indeed, be chilling.

What to do?

Obviously, the First Amendment doesn't get gobbled up overnight, and one justice's swallow does not a gulp make. Many cases and many opinions in many courts will happen before the direst of developments could occur.

For insurance, however, press representatives who are concerned about libel (a tautology now) should look long and hard at their own state laws, their courts and their state legislatures. The Supreme Court hasn't said—and isn't likely to with its present composition—that states *can't* value free expression over other values; it has said simply that they might not be required to in many cases.

State constitutions, lawmakers and sensible judges may decide to preserve the traditions of *New York Times* and *Gertz* before anyone tries to take them away. But the press needs to know that, in the wake of *Dun & Bradstreet*, those state entities now have an invitation to begin implementing the big chill.

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Pros and cons of retraction statutes

BY MARGARET GENOVESE
presstime staff writer

As the press seeks ways to solve the problem of huge libel damage judgments, so-called "retraction statutes" are getting a new look.

These state laws limit the damages that a libel plaintiff may recover if the defendant has published a retraction.

Although many media lawyers acknowledge these laws benefit the news media in some cases, they also stress that the laws are by no means the entire answer to the damages problem.

Retraction laws "can be good or bad, depending on the situation," says lawyer Robert D. Sack, author of *Libel, Slander, and Related Problems.*

For example, says Sack, under laws such as California's, if a newspaper "blows it and makes a terrible mistake," but then retracts appropriately, it can avoid liability for all but the plaintiff's out-of-pocket losses as a result of the defamation. Yet if a newspaper publishes something it firmly believes is true and *declines* to retract, it is liable for punitive as well as general compensatory damages.

In all, 31 states have retraction statutes, according to a 1984 survey conducted by the Libel Defense Resource Center, a New York City libel information clearinghouse supported by more than 50 media organizations.

These laws vary in the scope of damage protection afforded the press. Those considered the strongest, like California's, provide that if a valid retraction is published, and other requirements met, the plaintiff may recover only "special" damages to compensate the plaintiff for actual money lost because of the defamation.

Others limit plaintiffs to recovering "actual" damages—which can include compensation for such things as harm to reputation and mental anquish. Some specifically exclude "punitive" damages, those designed to teach the media a lesson, but leave other kinds of damages available to the plaintiff. And several states' retraction laws merely restate common law—that a retraction can be used as evidence to mitigate damages.

In at least one state where there is no retraction law, the press is looking into the possibility of seeking one. The Freedom of Information Committee of the New Mexico Press Association has asked Kent E. Walz, assistant editor of the Albuquerque (N.M.) Journal and a lawyer, to research the subject.

On the other hand, the Akron Beacon Journal last November successfully challenged Ohio's two retraction statutes. However, those laws were not typical because they *required* a newspaper to publish any retraction demanded by an individual within 48 hours of receiving the demand or face a fine of up to $500.

The Summit County Court of Common Pleas said the Ohio statutes provided a remedy that was too similar to "right of reply." In 1974, the U.S. Supreme Court unanimously struck down right of reply as unconstitutional in *Miami Herald Publishing Co. v. Tornillo.*

The Beacon Journal challenged the law after receiving a demand for a retraction from William C. Lansdowne. Lansdowne said he was the gambler referred to only as "Bill" in a 1983 article about questionable betting practices at a local racetrack.

"We felt the statute itself was patently unconstitutional," says Managing Editor Timothy D. Smith. "And when we received a retraction demand based on the statute, our first reaction was to fight."

Smith, who also is a lawyer, says his newspaper is "quite free in terms of running corrections or retractions when we make a mistake. But we feel it's because that's our obligation, not because there is any legal duty imposed on us."

Interestingly, Lansdowne subsequently sued the Akron daily for libel, won the case and was awarded $7,500 in compensatory damages. The newspaper has appealed.

Request response. As the Lansdowne case indicates, the response given to a retraction request can be key to whether a lawsuit ensues.

The Beacon Journal runs corrections or retractions "because that's our obligation, not because there is any legal duty."

Timothy D. Smith

In recent studies conducted for the Iowa Research Project, which is aimed at developing non-litigation methods for dealing with libel complaints involving the media, three Iowa University professors interviewed 114 plaintiffs who sued the media for libel between 1974 and 1984.

"Almost all plaintiffs ask the media to run a retraction, correction or apology," reported the researchers, professors Randall P. Bazanson, Gilbert Cranberg and John Soloski. The media turned down most of the plaintiffs, they noted, "and it is then that the plaintiffs contact an attorney."

In a lecture last May at the Silha Center for the Study of Media Ethics and Law at the University of Minnesota, they bluntly concluded: "Instead of the contact with the media diverting the complainants from court, the contact propels them to court. Overwhelmingly, the plaintiffs told us that their post-publication experiences with the press influenced them to bring suit."

In states where there are retraction laws, newspapers may pay more attention to retraction requests because of what they stand to gain if they publish one.

"Whenever we get one of these (retraction requests), we treat them deadly serious," says Mark A. Hinuebar, legal counsel to Scripps League Newspapers, which has seven dailies in California.

In response to each request, Scripps League re-researches the story in question and then decides whether to run a retraction. Hinuebar says the requests average two or three a month.

"Having the retraction statute process there fosters the resolution of a dispute," says Harold W. Fuson, general counsel of The Copley Press in La Jolla, Calif. "It forces the person who has been offended to put his concern in writing to the publisher, and it forces the publisher to respond to those concerns."

Timing is another consideration under retraction laws.

Generally most statutes impose some kind of time limit on prospective plaintiffs to request retractions so that, if the newspaper refuses, they are not limited in the damages they can recover.

Most stringent of all are those states that require a retraction demand as a precondition to filing a libel suit. Failure to comply with this precondition can result in a case's dismissal. In July, for example, a federal district judge said he would dismiss a libel action brought by Yusuf Islam, the singer once known as Cat Stevens, against Globe International Inc., publisher of the tabloid the Globe, and one of its staff writers, unless Islam filed a new complaint showing that he had complied with the retraction statute.

The case was originally brought in Illinois, which does not have a retraction statute, and transferred to Florida, which does. The Florida law requires that at least five days before filing suit, a plaintiff must provide the defendant written notice specifying the article and the statements alleged to be defamatory.

However, the Montana Supreme Court in 1978 ruled a similar law violated that state's constitutional right of access to the courts. The law subsequently was rewritten to require notice only as a precondition of recovering punitive damages.

Many outmoded. Some retraction statutes have been on the books for many years and are "outmoded," says lawyer Bruce W. Sanford, author of a new book *Libel and Privacy, Prevention and Defense of Litigation.* "Many of them don't really relate to a body of libel law that has been constitutionalized" by the U.S. Supreme Court, he says.

For instance, Memphis media lawyer S. Russell Headrick has concluded that Tennessee's 30-year-old retraction law does not afford a news media defendant any more protection than that provided by the Supreme Court in its 1974 decision in *Gertz v. Robert Welch Inc.* In that case, the court said that in order to recover punitive damages, a libel plaintiff must prove the defendant published the statement at issue with "actual malice"—with knowledge that it was false or with reckless disregard for whether it was true.

The Tennessee law, Headrick explains, requires that in order to avoid liability for punitive damages, the defendant must not only publish a retraction but it also must show the original statement was published in "good faith" and with "reasonable grounds" for believing it was true. If a defendant proves that, Hendrick says, he or she has, in effect demonstrated the "functional equivalent of disproving constitutional or actual malice."

Attorney Fuson (right) reviews copy with Karin Winner and Peter Rowe of San Diego Union.

One media attorney who finds little value in retraction statutes is Lawrence Gunnels, vice president/legal of the Tribune Co. of Chicago. On balance, he says, the laws are "more trouble than they are worth." "They really don't give you as much protection as the supporters of them would lead you to believe or think that they do."

He also points out that many of the retraction laws have time limits that require the news organization to make a quick decision whether to retract or stand by their stories. The deadline pressure may be such that if it is in doubt about the accuracy of its story, the news organization will retract.

Finally, Gunnels says, after the retraction is published, it may not be adequate in the eyes of the court. For instance, he recalls an instance in which a retraction published in a daily edition of one of the company's newspapers was held not to be adequate because the original article appeared in the Sunday edition.

But other statutes are more specific. The Minnesota law, for example, says the retraction must be printed on the same page and in the same type as the offending story with a headline of at least 18-point type that says "RETRACTION."

Other media lawyers point out that publishing a retraction takes away the plaintiff's ability to use truth as a defense in a libel suit. For example, says Sanford, if a newspaper publishes a retraction saying that it did not mean to imply that a particular person was an embezzler, it loses the ability to say in court that the story did not imply that the individual was an embezzler.

Another variable in retraction laws is coverage. Some are written generally to cover "any medium," others are specific. All cover newspapers.

The applicability of the law was a central issue in perhaps the best known libel case involving a retraction statute, *Carol Burnett v. National Enquirer Co.* The question was whether the National Enquirer is a newspaper and thus eligible for the protection of California's retraction statute.

The Enquirer argued that it had complied with the statute. However, the trial judge determined that it was not a newspaper. And having found that the Enquirer had libeled Burnett, the court awarded her $300,000 in compensatory damages and $1.3 million in punitive damages.

The case was ultimately settled out of court for an undisclosed amount [presstime, Feb. 1985, p. 31].

Despite their limitations, retraction laws are something that states lacking them should consider as they look for ways to make statutory improvements in libel laws, says Fuson of The Copley Press.

"If you are in a state where you are having a particular problem with libel and all you can tell the legislature is that this will benefit the press, you are not going to get the most favorable response in the world," he says. "If you go to the legislature with a meaningful solution of the problem of redressing reputational damage, I think you have a much greater shot."

A retraction statute provides that kind of solution, he says. "It doesn't seem to be an effort simply to protect the publishers," but rather is "a balancing of the rights of reputation and freedom of the press." □

Starting in Sports

For many newspaper executives, the sports beat proved to be a winning training ground. Some question whether that trend is continuing.

BY MAL MALLETTE

Ralph McGill, sports editor of The Nashville Banner, moved to The Atlanta Constitution as assistant sports editor. For $10 a week, James Reston began his newspaper career as sports editor of the Springfield (Ohio) Daily News and later wrote sports for the Associated Press. Paul Gallico worked 13 years as a sportswriter and editor for the New York Daily News. The young Westbrook Pegler covered sports for the Chicago Tribune and United Press. Damon Runyon first gained attention as a sportswriter, as did Ring Lardner. And Heywood Broun held a baseball beat before his days as literary critic and columnist.

Do those careers, and others like them, tell us that sports has long provided a broad path to major journalistic accomplishment outside the fun-and-games department? Does sports writing and sports editing generate a unique variety of skills that can be readily applied elsewhere?

Looking back to the 1920s, the pre-television days of Ruth, Dempsey, Thorpe and Grange—the days that Westbrook Pegler called the Era of Wonderful Nonsense—it would seem that way.

McGill became sports editor, then editor of the Constitution and emerged as a towering force against bigotry. For years, Reston of The New York Times was arguably America's most influential political columnist. Gallico wrote 27 books, including *The Snow Goose* and the classic *A Farewell to Sports*. Pegler was a vitriolic and widely syndicated columnist. Who can list all of Runyon's fiction about Broadway's guys 'n dolls or Lardner's yarns about Alibi Ike and others? And Broun, for his assaults on social ills, was widely regarded as a giant among giants.

Of course the celebrity-crazed 1920s provide at best a rickety base for anything. So let's flip the calendar pages and recall that sports columnist John Kieran of The New York Times bubbled with erudition on the "Information Please" radio panel, 1938-50; Red Smith, almost everybody's all-time sports columnist, was dispatched to national political conventions in 1956 and 1968; and Allen H. Neuharth, once publisher, editor and general handyman of SoDak Sports, a struggling weekly sports sheet in South Dakota, now heads Gannett Co.

True, except for Neuharth, the journalists mentioned were known mainly for their writing, not editing and managing. And also true, the most traveled route to top-tier editorial positions has always flowed through the city desk. Still, a case can be made that sports departments have turned out a disproportionately large number of newspaper editors, even general executives. McGill, as one example, became publisher of the Constitution.

Differing views. But the questions to be explored are: Is sports fading as a spawning ground? What are the advantages and disadvantages of beginning a career in sports? Posed to several newspaper news executives who sprouted from sports, these questions bring interesting and often conflicting answers.

Norman E. Isaacs, retired executive editor of The Courier-Journal and The Louisville Times and former associate dean at the Columbia Graduate School of Journalism, thinks the upward flow from sports has diminished.

Isaacs, sports editor of The Indianapolis Star in the 1920s and later president of

Mallette, director of development at the American Press Institute in Reston, Va., was sports director and later managing editor of the Winston-Salem (N.C.) Journal and Sentinel. A professional baseball player for seven years in the New York Yankee and Brooklyn Dodger organizations, he pitched briefly—"very briefly"—in the major leagues.

Associated Press

AP reporter Joe Reichler conducts interview in 1950 with Boston Red Sox star Ted Williams.

Norman E. Isaacs

Gregory E. Favre

Marvin L. West

Robert L. Brooks

Vernon W. McCrory

David Lipman

James G. Minter Jr.

Michael Pride

both the Associated Press Managing Editors Association and the American Society of Newspaper Editors, says, "If you're interested in sports these days, you're regarded as simply a jock. My impression from teaching at Columbia and Stanford is that students aren't thinking in terms of sports. I can't recall any recruiter at Columbia asking about sports. And I can't think of anyone at a mid-size or larger paper who has moved up from sports in recent years."

But, Isaacs adds, "It's still a wonderful training ground. You see all the newspaper elements together. It's not like being a news-side reporter or sub-editor. They're like a bunch of accountants shut off in pigeon holes."

Gregory E. Favre, executive editor of The Sacramento Bee, concurs that the up-from-sports movement is slowing. Favre was a sportswriter on the Jackson (Miss.) Journal, assistant sports editor of the Jacksonville (Fla.) Journal and executive sports editor of The Atlanta Journal before going on to upper-level editorial positions with the Dayton (Ohio) Daily News, Palm Beach (Fla.) Post, Corpus Christi (Texas) Caller-Times, Chicago Daily News and Chicago Sun-Times.

"In my day in sports," says Favre, who began writing sports in 1956, "we did everything. There were no specialists. You learned every aspect of newspapering and how to manage at the same time. The trend has slowed because sports has more specialists now, which is as it should be. Sports pages have become the jewels of the newspaper, and in certain locations, at least, pay levels have soared. There's more incentive to stay in sports."

Marvin L. West says he doubts there ever was much of a pattern of sports graduates going to other newspaper jobs. West, sports editor of the Scripps Howard News Service in Washington, spent a quarter century in sports at the Knoxville (Tenn.) News-Sentinel, part as sports editor, before becoming managing editor. "There were some spectacular cases of sports people making it big," he says, "but they were exceptions rather than the rule. Most don't want to leave sports. It's a happy place to work, with its own rewards and problems. In the South at least, it's easier to get a job cityside than in sports. When I joined the News-Sentinel, it was the first sports opening in 15 years."

Another who agrees that outward movement has slowed is Robert L. Brooks, managing editor of The News and Observer of Raleigh, who began as a sportswriter for another North Carolina paper, the Shelby Daily Star, and was later assistant sports editor at Raleigh. "Sportswriters don't seem as eager to escape today," says Brooks. "They're dedicated to sports. I enjoyed sports, but it's a job for young men. Hopping planes, deadlines—it's a rat race."

Vernon W. (Bodie) McCrory was a minor league baseball centerfielder until he injured his shoulder. McCrory began newspapering in 1951 as a part-time sportswriter for the Pensacola (Fla.) News-Journal and was sports editor eight years. Today, he is president, editor and publisher of the Monroe (La.) News-Star-World. "Maybe not as many sportswriters and editors are moving into broader news or general management now," says McCrory. "News-side people seem less interested in sports and vice versa."

The first newspaper job for many journalists was sports stringer in high school or college. They gravitated into sports full-time, perhaps moving on later. McCrory says he sees today's young people as better trained, less influenced by the happenstance of the first job. They make their choice of direction early, and many bypass sports.

The beat goes on. But different eyes see different trends on the movement out of sports. For example, David Lipman, managing editor of the St. Louis Post-Dispatch, ticks off the names of three Post-Dispatch news-side department heads who formerly worked in sports. And his sports columnist, Kevin Horrigan, moved the other way—from the news side—as did the sports copy chief. Lipman himself was sports editor for the Jefferson City (Mo.) Post-Tribune and Springfield (Mo.) Daily News and assistant sports editor of the Post-Dispatch. "I have no reluctance," he says, "to bring sports staffers to the news side."

"The trend from sports to general news is certainly the case in Atlanta," says James G. Minter Jr., editor of the Journal and Constitution. Minter, a former executive sports editor of the Journal, followed McGill and several other people who started in sports and moved to top positions at the Atlanta papers.

Michael Pride, editor of the Concord (N.H.) Monitor, says, "Perhaps because of my own experience, I tend to look to sports to fill news-side positions." Pride was once sports editor for the Clearwater (Fla.) Sun and before that covered sports for the Tampa Tribune and Times.

"A good sportswriter is a good newspaperman," says Leslie Timms, managing editor of the Spartanburg (S.C.) Herald-Journal, citing the outstanding reportage of two sportswriters when a tornado hit Spartanburg in August.

"I've never understood why news side makes such a big thing of election nights," he adds. "Covering high school sports—our bread and butter—is an election night of its own, and sports handles it routinely."

Richard W. Otte, managing editor of The Columbus (Ohio) Dispatch, who worked 18 years there as sportswriter and sports editor, says, "Sports today commands more respect than when I started. Historically, the tendency has been to see sports as fun and games. But perceptions change. Today, sports deals with drugs and unions—hard news. At times you could almost transpose the sports and

Leslie Timms

Richard W. Otte

John F. Vormittag

Steve M. Wilson

Michael E. Waller

Gerald Garcia

Allen H. Neuharth

Irwin Smallwood

business beats."

Otte adds, "More sportswriters today seem to be looking for opportunities news side; more are becoming disenchanted with sports."

At The London Free Press in Ontario, the newsroom is sprinkled with mid-level editors who once wrote sports, says Managing Editor John F. Vormittag, himself a former sports editor there. William I. Morley, the Free Press editor-in-chief, began his career writing sports for The Timmons (Ontario) Daily Press.

How firm a foundation. Although former sportswriters and sports editors who have moved up may disagree on the numbers coming out of sports, they agree almost totally on sports as a training ground.

Steve M. Wilson, managing editor of the St. Paul Pioneer Press and Dispatch, was reluctant when asked to become sports editor of the Lexington (Ky.) Leader, though he had earlier written sports for the Appleton (Wis.) Post-Crescent. Wilson, then age 25, had played sports but turned his mind to more serious issues.

"I finally took the job," says Wilson, "and believe me, I've never regretted it. I learned so much in two years. Sports has all the demands and challenges of the overall newspaper in one department. There's no place with a greater need for bright writing or a more critical, loyal or avid readership."

Wilson notes, too, the range of personalities on a sports staff. "If you can manage a sports staff, you can manage damn near everything."

"In sports," says Michael E. Waller, editor of the Kansas City (Mo.) Star and Times and once a sports clerk for the Decatur (Ill.) Herald and executive sports editor of the Louisville newspapers, "you operate under fire in the worst deadline situations. The newsroom is not as traumatic."

The pressure of sports was mentioned repeatedly. "The game is over at 10:30, and the deadline is 10:35," says Gerald Garcia, publisher and editor of the Tucson Citizen. "That's stress, and stress can make you better." Garcia started on the high school sports beat for the Corpus Christi Caller-Times and was later a sportswriter and sports editor for the Fort Worth Star-Telegram.

There was agreement, too, on the breadth of training in sports. Says Gannett's Neuharth, once of SoDak Sports and earlier a sports intern at the Mitchell (S.D.) Republic and The Rapid City (S.D.) Journal: "The sports department has been and still is a great entry point for journalists because it puts you in the ring with a great cross-section of winners and losers, bums and heroes, kids and adults, men and women. You see them at their best and their worst. It's a great window on people, much more diversified than many other areas of reporting. You have to do it all in sports."

McCrory of Monroe, La., calls sports "a microcosm of newspapering, the greatest training ground ever devised on a newspaper. A sportswriter is told 'Here, write a head on this,' or 'Hey, they need help in the backshop.' "

Pride of Concord remembers writing a game lead in Tampa, editing it, working up the box score, writing the head and laying out the page.

Irwin Smallwood, executive sports editor of the Greensboro (N.C.) News & Record, who moved back to sports after almost two decades as city editor, managing editor and deputy executive editor, says, "A sports department will turn out more live copy in a month than other departments in a year."

"In sports," notes Brooks of Raleigh, "you certainly do a lot of writing. It's a fine place to learn to write." James Reston has recalled that sports writing developed his "penchant for accuracy," because an error would bring sports fans down on his head.

Former sports editors can sound like old warriors reminiscing. But while extolling the lessons learned in sports, they also mention the adjustment of moving to the news side.

Smallwood says that being city editor and managing editor gave him a broader appreciation of readership as a whole.

When Otte of Columbus left sports, he found himself grateful for his previous experience on the news side.

Similarly, the Post Dispatch's Lipman went through "an indoctrination period to get up to speed on details of local, national and international events" when he became news editor.

Says St. Paul's Wilson: "When I moved back out of sports, there were still a lot of city-side reporting basics that I didn't have. There were gaps that I wished I had filled. You can direct coverage better when you've done it yourself. That's the main problem of coming from sports side. You have to prove yourself to the city editor and staff, who may see your background as peculiar."

However, Knoxville's West says, "I haven't seen much difference in reporting, whether police or sports beat. It's a matter of cultivating sources."

And Atlanta's Minter says, "It would be nice to have reporting experience in the courts and city hall, but if I had to choose one source of training, it would be sports."

Whatever the volume of current upward flow from sports, that department seems certain to remain a major training ground because it requires a range of newspapering skills on all but the largest newspapers. And perhaps the upward flow will increase, for Favre of Sacramento says there is more talent in sports than ever before—"talent that can write with flair."

Publisher McCrory could move in the opposite direction, however. "When I grow up," he says, no more than half in jest, "I'm going to get a job on a mid-size paper in a college town with good teams and write sports and really enjoy myself." ☐

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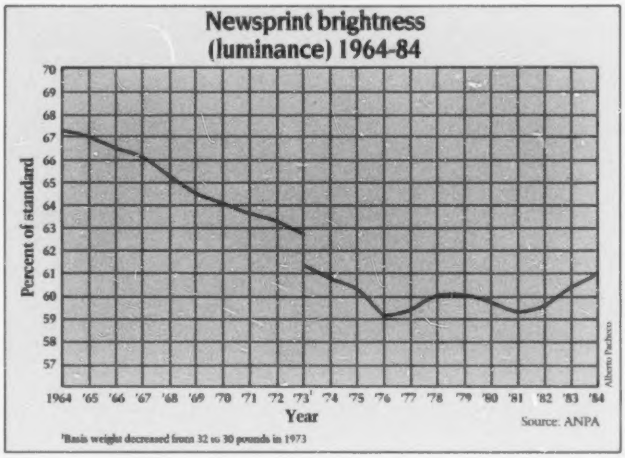
Newsprint is getting brighter

BY PAUL KRUGLINSKI
presstime staff writer



Newsprint brightness (luminance) 1964-84

Source: ANPA

¹Basis weight decreased from 32 to 30 pounds in 1973

In the pursuit of higher quality, newspapers are tending to use brighter newsprint. This is especially true when process color is run.

USA Today, which uses brighter stocks, "is sparking a lot of interest in brightness," says Doris E. Kleintop, technical supervisor of ANPA's materials testing program.

Gannett Co., publisher of USA Today and 85 other daily newspapers, has stiffened its brightness specifications for newsprint used throughout the group. Although Gannett's specifications are not yet considered a "de facto standard" for the newspaper business, its decision is effectively putting pressure on mills to meet higher newspaper specifications for their newsprint stocks, according to suppliers.

"We are certainly trying to service (Gannett) and meet those standards," says Wallace C. Finley, executive vice president of Donohue Inc., one of the four major newsprint suppliers for USA Today. "USA Today is having an impact on the whole newsprint industry—not only with brightness but with other factors as well."

A lot of newspapers are trying to compete with magazines and other high-quality advertising media, Finley observes, and this requires better grades of newsprint. Also, he says, the general direction of newspapers is toward higher quality. "It's inevitable that you will have higher reproduction standards."

The recent shift to brighter stocks reverses a 20-year decline in newsprint brightness. According to statistics compiled by ANPA's newsprint testing program, the luminance of 32-pound basis weight newsprint dropped from 67.2 percent of a reflective standard in 1964 to 62.4 percent in 1973. After 1973, when newsprint's basis weight decreased to 30 pounds (which resulted in decreased brightness), the decline continued until it bottomed out at 59.3 percent brightness in 1981.

Since then, the average brightness of the newsprint samples tested by the Association has edged up annually, reaching 61.1 percent last year. (See graph.)

For the first quarter of 1985, average brightness increased to 61.4 percent, according to the ANPA data.

There are several reasons for the previous decline in brightness, according to newsprint suppliers, including:

- Recycled newsprint. Over the years, more newspapers have begun using newsprint that is made wholly or in part with old newspapers. Residual inks mar recycled newsprint's luminance.
- High energy costs. Mills have sometimes turned to newsprint manufacturing processes that, while reducing energy intensity, have decreased brightness.
- Pollution controls. Government regulations have forced mills to institute environmental controls that have negative effects on brightness.
- Blue dyes. Until a few years ago, mills were using blues dyes to alter the color of newsprint and increase its opacity—the ability to prevent the passage of light through a substance. This came at the expense of brightness.

Kleintop cautions that the decline in brightness statistics is based on averages.

"Mainly, there is one brightness level per mill," she says. "If you look at samples from 10 different mills, you'll find 10 different brightnesses."

Newspaper executives point out that in times of tight newsprint supplies, mills have been able to sell lower quality stocks to newspapers.

But "today, it's a buyer's market," observes George Cashau, ANPA director/technical research. "A lot of newspapers are specifying to the mills what they want" regarding brightness, color, opacity and other characteristics.

More impelling has been the trend toward increased color reproduction among newspapers. As ANPA's Cashau says, process color printing looks "more attractive" on brighter newsprint stocks.

The Gannett decision to tighten its specifications was based on the requirements of process color printing and advertisers' demands, according to William Metzfield, president of Gannett Supply Corp.

"Some of the suppliers are unable to meet these specifications" because of older manufacturing processes. But most of the newer mills meet the specifications as a matter of course, he says.

Gannett's specifications are based on ANPA-suggested standards developed about 20 years ago, Metzfield points out. The firm is determined to maintain its standards even when the newsprint market tightens.

"Whatever price we pay, these are our standards," Metzfield says. "We'll never go back to poorer quality paper."

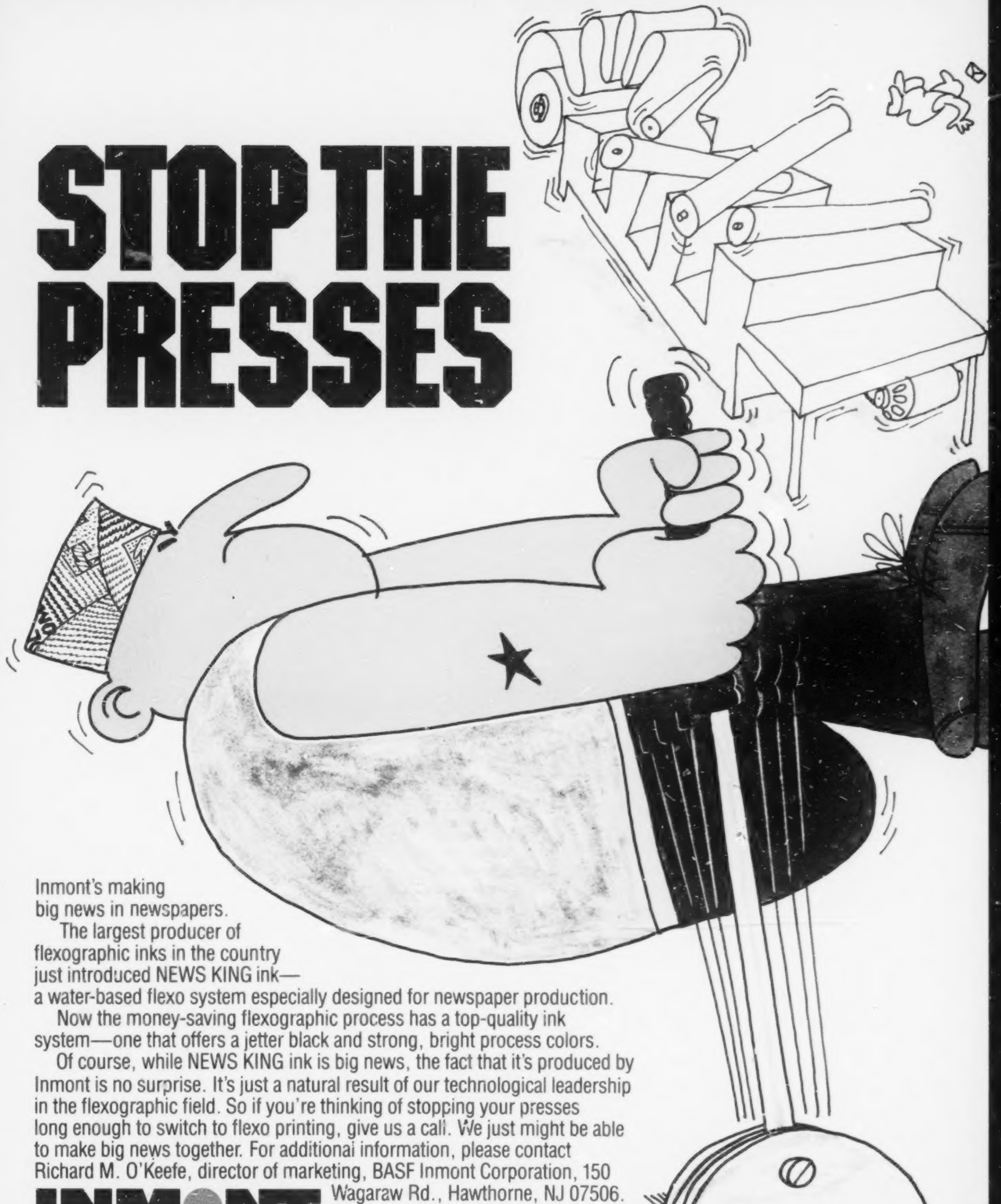
Any newspaper that pursues process color reproduction regularly will have to establish standards for newsprint. "Once newspapers start printing color, they have to start looking at specifications," he says.

Both Metzfield and Archibald M. Bruce, director of marketing services for Abitibi-Price Inc., see brightness averages continuing to climb until a plateau is reached.

There are process and economic limitations on how bright newsprint can be made, says Bruce.

Metzfield notes that some of today's newsprint stocks, particularly from Scandinavia, are actually too bright even for USA Today. "You don't need any more brightness" above that Gannett specifies, he says. Otherwise, "the colors would look stark." ☐

STOP THE PRESSES



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INMONT

Issues and technologies ebb and flow through the newspaper business. During the 1960s, photocomposition and offset presses held center stage. Front-end systems were the vogue in the 1970s. And in the first half of this decade, pagination, mailroom systems and flexography dominated "shop talk."

Today, inks—and the issues swirling about them—are paramount in the minds of many newspaper executives.

The new awareness about inks is associated with newspapers' increasing emphasis on printing quality and with concerns about safety.

"Ink is the one part of the printing process that hasn't been given the attention it's due," says Golden L. Faris, production director for Indianapolis Newspapers Inc.

The attention to quality inks falls into three general areas:

- For black news inks, higher quality means—in the main—less rub-off. "From a quality standpoint," Faris says, "the rub-off of the news inks is unacceptable." Proponents of flexographic printing often promote the rub-resistance of water-based inks as a solution to the problem.
- For color inks, higher quality means using standardized pigments and increasing ink strengths to enable newspapers to compete more effectively with other media for national advertising. (See story, p. 28.)

Issues of ink quality and safety come to the fore

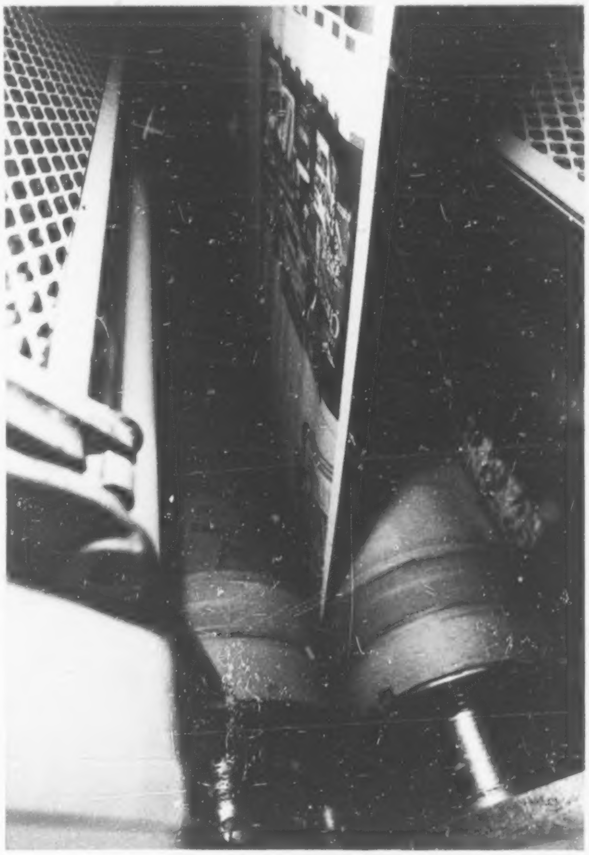
BY PAUL KRUGLINSKI
presstime technical writer

- For all inks, higher quality means safety—for the people working with them and for the people reading the newspapers printed with them. Last year, there was an episode involving a batch of yellow ink contaminated with toxic PCBs (polychlorinated biphenyls) beyond the allowable level. This year, ink manufacturers and newspapers are scurrying to comply with looming federal regulations on the labeling of some inks among many other products the government deems potentially hazardous. And such matters as ink "misting" in the pressroom and the disposal of waste inks are ongoing concerns.

The pressures these changes are exerting portend that "the ink newspapers are using today may not be around anymore," observes George Cashau, ANPA director/technical research. Inks are in a "tremendous transition period."

The developments both within and outside of the newspaper business have led to more experimentation with new inks, such as ANPA-INK*, and with ink-like substances.

For their part, ink manufacturers have increased their activities in the development of new products. And newsprint producers have begun researching how changes in inks and ink formulations will affect newsprint's role in the printing equation.



Color ink uses a more refined oil than black ink.

The basics of ink. The issues surrounding inks are not simple. They involve the essence of the ink manufacturing process, the nature of the commodities business, the relationship between ink makers and their newspaper customers, and government regulations. The glue that binds these issues is economics: the cost of raw materials, the prices newspapers are willing to pay and the expense of government regulations.

Inks consist of pigments, which produce the colors, and vehicles, which are liquids that carry the pigments.

Printing inks are a Chinese development dating from 500 A.D. Since Gutenberg's invention of moveable type in 1454, inks have become increasingly more complex. To the original lampblack and linseed oil inks chemists began introducing drying agents, varnishes and other additives to improve printing quality.

The development of color inks in the 19th century complicated the ink picture, but the rise of the chemical industry in this century facilitated the development of inks newspapers and other industries use today.

The requirements for conventional letterpress black inks are a pigment content of 10- to 14-percent carbon black and a vehicle content of 86- to 90-percent mineral oil, which is similar to automotive lubricating oil. Black offset inks contain 15 to 18 percent carbon black, with mineral oil and resin additives accounting for the rest of the bulk.

Black news inks have not changed significantly in recent years, even though the predominant printing process has changed—from stereotype to plastic-plate letterpress to offset. "Black ink is about the same now as it was 40 years ago when I started in this business," observes Faris of Indianapolis. "It seems like it's been that way forever."

Ink making revolves around the commodities market, at least for newspapers, observes Paul F. Volpe, technical coordinator for the National Association of Printing Ink Manufacturers, because the cheapest effective pigments and mineral oils have been used to make letterpress and offset inks.

By the pound and delivered in tank trucks or by rail cars, letterpress black ink costs 30.75 cents and offset black 46 cents, according to the J.M. Huber Corp., one of the four major suppliers of newspaper inks. There is a premium for purchasing ink by the drum or can.

Color inks present a different set of problems for ink makers. While a cheap, unclear mineral oil will suffice as a vehicle for black inks, color inks require a clear, more refined oil—or a different vehicle entirely—to maintain purity of color, experts say.

Color inks generally use additives to produce certain effects. The pigments must be transparent so the inks trap properly to create the desired hues, and they must "wet out," or disburse adequately in the vehicle, to maintain the ink's viscosity and strength and to keep the pigments in suspension. The tack, or stickiness, of the inks may have to be different for the printing sequence of the primary colors. An array of different pigments with varying chemical compositions are used in color inks.

In short, color inks are more complex than black inks and consequently cost more. Generally, color offset inks are more expensive than those for color letterpress, and projected prices for water-based inks are higher than for oil-based. "Usually, the prices of inks are dependent on the price of the pigments and the strength of the inks," says Norman Harbin, technical manager for newspaper inks of Flint Ink Corp., another major ink supplier to newspapers.

The cost of oil-based, primary-color inks varies with the printing process and the color. For instance, according to The Washington Post, letterpress cyan (blue) and yellow inks cost 93-96 cents per pound and letterpress magenta (red) $1.025-$1.075 per pound, while the per-pound cost of offset inks is $2.07 for cyan, $1.62 for yellow and $1.75 for magenta.

Generally, the more elements, or additives, an ink contains, the higher its price will be. As Volpe of the ink trade association points out, about 50 percent of any ink's price represents the materials used.

Ink currently accounts for less than 1 percent of some newspapers' operating budgets to as much as 2 percent at papers printing a lot of color, according to several newspaper executives. This percentage is likely to increase, they say, as circumstances dictate the use of higher-priced inks.

Health and safety concerns. The components of inks have become a source of concern to newspapers and ink manufacturers as federal, state and local government agencies have gradually instituted stricter controls of items the government identifies as potentially hazardous substances.

Last year, the U.S. Environmental Protection Agency fined the Magruder Color Co., a New Jersey maker of ink pigments, $457,500 for violating the Toxic Substances Control Act. The firm had manufactured and distributed yellow pigment containing PCBs. And the California Department of Industrial Relations cited the San Jose Mercury News in connection with its use of the PCB-tainted yellow ink. (See story, p. 46.)

Newspapers became aware of environmentally questionable substances in inks in the early 1970s, when lead poisoning of children from household paints captured attention. Like paints, some inks at one time contained heavy metals. After 1976, the ink makers, at the request of ANPA, eliminated the lead and chromium compounds used to make some yellow and red inks.

Since then, ANPA has tested inks for environmental acceptability in addition to strength and color. The Association also developed a list of approved pigments that ink makers may use in AdPro* and AD-LITHO* inks, which are inks certified to

New color ink book to reflect industry changes

ANPA's role in devising standards for color inks dates from 1963, when the newspaper industry's drive to garner more national advertising led to publication of an ROP color ink book. Certified AdPro* standards for letterpress printing were established five years later, and in 1977 the AD-LITHO* color book for offset printing was printed.

The two books currently are being updated and consolidated to reflect changes in newspaper production and in the advertising business. The new book is expected to be available next year.

"The industry and people's tastes have changed," says Charles R. Blevins, vice president/production for Gannett Co. and chairman of the ANPA Color Standardization Task Force. "The book is going to reflect those changes."

"Since the colors for both offset and letterpress printing represent comparable matches," adds Peter P. Romano, ANPA director/technical services, "there is no need for two books. The new color ink book will, however, include separate ink formulations for both letterpress and offset inks required to obtain the colors that appear in the book."

The tolerances for certifying inks and testing production batches are being changed, he says, effectively strengthening the color inks newspapers will be using.

Under the existing standards, established in 1981, ink suppliers were allowed to deviate 3 percent from the reference standard for certifying new inks. With the proposed changes, the new reference standard has been strengthened by 3 percent, and the ink supplier can be as much as 3-percent below that level or any strength above it.

For the purposes of testing production batches from newspapers, the new standards call for 5-percent greater strength in the inks, and suppliers can be 5-percent below that or any strength above it.

The net effect of the changes to both the certification and batch standards has been to increase the inks' strengths, Romano says. Even with a 3-percent negative variation in strength, the inks will be at the minimum certification level of inks used by newspapers today.

ANPA surveyed the ink suppliers and many newspapers regarding proposed changes to the new book. From the information gathered in that process, the new book will:

- Retain the three process colors and five base colors—deep purple, cerise (purplish red), bright red, medium red and white
- Retain 32 but eliminate 22 of the existing 54 intermix colors
- Add 10 to 12 new colors.

The colors were added based on manufacturer sales of inks not listed in the previous books and on requests from the American Association of Advertising Agencies. The book will provide formulations for the new colors from the base colors for those newspapers that do not want to purchase the opaque spot colors.

"For the first time," Romano says, "we will have a spot-color-only section based on usage and advertising agency requests. We've tried to accommodate requests from all quarters."

Currently, the Association is testing 1-ounce samples for the certification process. The ink suppliers will then supply larger batches, based on acceptance of the initial samples. After the batch samples are accepted, they will be used for formulating spot colors used in the book, for testing future samples and for printing copies of the book.

Gannett's Blevins points out that the new book is merely one step toward printing better color and attracting more national advertising. Newspapers will still have to maintain high standards of quality control and print ads to advertiser specifications.

"It is critical if newspapers are to get their share of national advertising that they use the colors specified in the book," Blevins says, "and not deviate from them."

One way newspapers can ensure that the inks they use are up to standards—and safe—is through the ink testing program at The Newspaper Center in Reston, Va.

The program's development parallels that of the color ink book. It was started in the 1960s to test the color and strength of color inks newspapers were using. Since the consolidation of all ANPA facilities in Reston two years ago, the ink testing program has been expanded.

The Association's laboratories now regularly test inks for heavy metal contamination as well as for color and strength, according to H. Wilson Cunningham, ANPA analytical chemist.

The program is being further expanded to include black inks "so that newspapers can get a handle on the physical characteristics of the inks they are using," he says. *—Paul Kruglinski* meet Association guidelines in color, strength and chemical makeup. At the request of ink companies, ANPA tests new pigments for inclusion on the list.

Although pigments have caused problems from time to time, newspapers have assumed the vehicle used in most black inks was environmentally innocuous, say ANPA researchers. However, the World Health Organization's International Agency for Research on Cancer, or IARC, reported recently that untreated mineral oil—the same kind used to make black and certain kinds of color inks—contained naphthenic compounds that are suspected of causing skin cancer on some laboratory animals. (See story, p. 40.)

Newspaper and ink experts say the IARC position effectively changes all the rules on making and using these inks. For instance, until the IARC report, the ink companies would have been in compliance with the federal government's new "hazard communication" standard by labeling the ink as a hazardous substance and listing the appropriate ingredients, such as carbon black, as they are required to do by Nov. 25, 1985. Now, if they continue to use the same untreated mineral oils, they must also label the ink as being possibly carcinogenic.

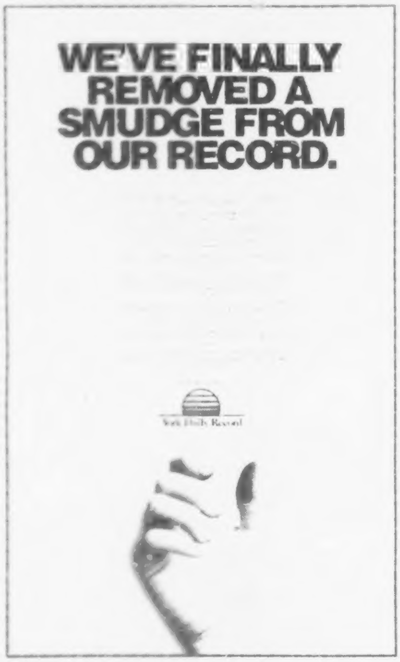
Volpe of NAPIM points out: "The choice is simple. Either we use the (untreated) mineral oil and put on the (cancer-warning) labels, or we switch to another vehicle and eliminate having to put on the labels." Newspaper executives believe the four major ink companies—Huber, Flint, United States Printing Ink and the General Printing Ink division of Sun Chemical Corp.—will change the formulation and avoid having to deal with the warning label.

Already there are indications that many newspapers will order new, "treated oil" formulations. Knight-Ridder Newspapers Inc. has ordered all its dailies to cease using inks with the untreated mineral oils, according to Ralph S. Roth, vice president/production. "We can't afford to take any chances." Other groups plan to do likewise.

A change in formulation probably will result in higher prices for inks because the more refined mineral oils cost more. Early estimates put the price increase for letterpress black ink at 100 percent and for offset black at 50 percent, depending on the marketplace. However, in late September, some ink suppliers revised the estimates to 40-45 percent for offset black and 50-55 percent for letterpress black. Newspaper executives believe that eventually the price increases for both types of inks will range from 30 to 40 percent.

The IARC report undoubtedly will provoke more thought about ink mist, which results when minute ink particles are formed in the ink train of presses and become airborne in the pressroom.

ANPA studies have concluded that mist concentrations at newspapers fall well within OSHA limits. Nevertheless, inks containing untreated mineral oils also will carry in their warning labels an additional requirement regarding the average exposure to airborne mist during an eight-hour work day. This limit is less than the average in newspaper pressrooms. Still, many newspapers voluntarily have installed vacuum systems to eliminate mist.


WE'VE FINALLY REMOVED A SMUDGE FROM OUR RECORD.
York Daily Record

Rub-resistant ink allows York (Pa.) Daily Record to boast in this house ad.

Another environmental concern is what to do with leftover ink. Some newspapers say it is hard to find landfills that will accept their "slop" ink. (See story, p. 33.)

Ink rub-off. Despite the IARC findings, disposal woes and all the other vexations, the most common ink-related problem for newspapers remains rub-off—the tendency of ink to smudge readers' hands and sometimes soil their clothes.

For that reason primarily, The Washington Times, the St. Petersburg Times and Evening Independent, the York (Pa.) Daily Record and other newspapers are now using rub-resistant inks exclusively, with several other newspapers poised to do likewise [presstime, July 1985, p. 66]. The New York Times and the Los Angeles Times are conducting experiments with low-rub inks. While issuing its edict against using black inks formulated with untreated oils, Knight-Ridder "strongly suggested" that its dailies switch to low-rub inks. And Vice President/Production Charles R. Blevins says Gannett Co. may "suggest" that its dailies seriously consider using rub-resistant inks.

Ink rub-off is a relative problem: Its cause and elimination are not dependent on any one variable. The incidence and amount of rub-off hinge on the ingredients in inks, the kinds of inks used in each printing process and the type of newsprint used. It takes more than just changing chemicals to eliminate rub-off, researchers have learned.

Although rub-off is one of those eternal irritations of newspapering, it has become worse in recent years as newspapers have sought more contrast in the printed image and as more papers have converted from letterpress to offset operations.

The nature of the letterpress process, where a relief plate "pushes" the ink into the newsprint, tends to lessen rub-off. The offset process, however, deposits the ink film on the surface of the page, so it is more prone to rub off.

The culprit in rub-off is carbon black, and offset black inks are about 50-percent to 80-percent stronger in their carbon black content than letterpress inks.

The ink companies have increased the rub-resistance of inks by introducing additives such as resins and waxes.

The resins tend to encapsulate the carbon black particles on the surface of the newsprint, which inhibits the pigment from being rubbed off. "With the resins," says Volpe, "you're almost gluing the carbon black to the paper." The addition of resins produces a low-rub ink; the more resins, the greater the rub-resistance.

Wax is a secondary additive used by some ink makers to provide "slip" to ink film and makes it almost totally rub-resistant. "It acts as a lubricant," says Volpe. "You are reducing friction between the ink film and fingers."

The trade-off for newspapers is the higher costs of rub-resistant inks. "The more resins and wax," says Volpe, "the higher the cost is going to be."

A sampling of newspapers using rub-resistant inks indicates that the additional cost ranges from 9 to 14 cents per pound.

Ink makers have claimed that newspapers were unwilling to pay the higher price of rub-resistant inks, to which

Sun Chemical Corp

Sun Chemical's gas chromotograph, allowing liquids to be converted into their gaseous state, helps to solve customer problems.

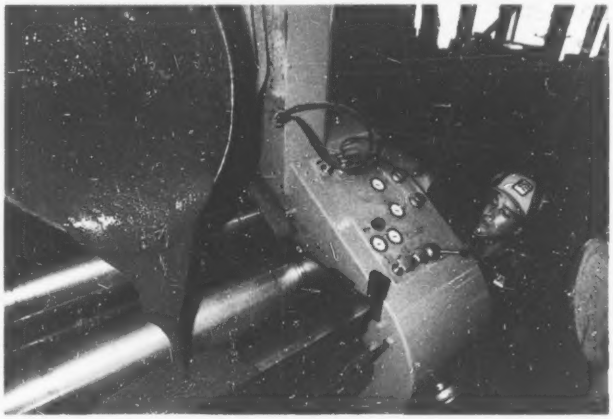
newspaper executives have countered that they were willing to pay a "reasonable" price.

Until recently, determining rub-resistance was a subjective judgment based on how much ink rubbed off onto a production executive's or publisher's fingers. But this year, ANPA and NAPIM adopted a test for rub-resistance. It consists of placing a 1.4-kilogram weight on a tissue and pulling it over a six-inch printed area for 1 to 2 seconds.

In theory, the test provides newspapers with an objective measurement to determine rub-resistance and cost-effectiveness. Publishers could either set a price ceiling on ink purchases and pick the ink with the least rub-off for that price, or pick a rub-resistance level and purchase the least expensive ink that achieves it. The test also could provide a point of reference when comparing other variables such as "mileage" (how many printing impressions can be achieved with the same amount of ink) and ink build up (the piling of ink on pipe rollers and formers).

As some newspapers have discovered, objective evaluation is just as relative as ink rub-off itself—particularly when the quality of newsprint is factored into the equation. For instance, newspapers can increase contrast without adding to ink buildup just by printing with a brighter newsprint. (See story, p. 24.)

In tests conducted earlier this year, The Times Journal Co. of Springfield, Va., found that the amount of rub-resistance of several low-rub inks varied with the newsprint on which they were printed. "The tests show you could improve your rub-off just by changing your newsprint," observes Huber's Andrew J. McDonnell, market manager/newspapers.



Vertical mill grinds and homogenizes ink at USPI's Springfield, Va., plant.

Ink makers point out that a rub-off-free ink does not exist; even inks that are printing on heat-set offset or gravure presses will come off pages, as anyone who has held a magazine on a hot summer day can attest. The water-based inks of flexography offer newspapers one effective solution to ink rub-off because they really dry.

Letterpress and offset inks are said to "dry" through the dispersion of the vehicle into the newsprint. They actually don't dry; the fibers absorb the oil. But because the vehicle in flexo inks is water, there is evaporation. Not only that, the latex additives bind the pigments in flexo inks to the surface of newsprint. With flexography, newspapers may be able to use a thinner newsprint stock for their products without quality degradation.

Water-based inks. Rub-off is not the only problem for which water-based inks offer a solution. Another is "show-through," where printed images from the other side of the page are visible.

A major cause of show-through is the decrease in newsprint's opacity caused by oil dispersion from the ink vehicle. Changing the mineral oil to one of a higher quality may help to minimize show-through, but the problem will persist as long as oil is the vehicle, ink suppliers say. With water-based inks, opacity degradation is eliminated.

A typical water-based ink might consist of 15-percent pigment, 50-percent water, 10-percent solvent, 20-percent latex and 5-percent dispersion additives. But the formulation could vary considerably depending on color, application and manufacturer.

Environmentally, the water-based inks of flexography offer an attractive alternative for newspapers. Nearly all the safety and reproduction problems associated with traditional letterpress and offset black inks vanish with the use of flexo inks.

However, the new inks have their own technical problems.

Even though a few newspapers are using water-based color inks to print their products on flexographic presses, flexo inks are still in the developmental stage. As one ink maker pointed out, "they're 98-percent developed, but that 2 percent can kill you."

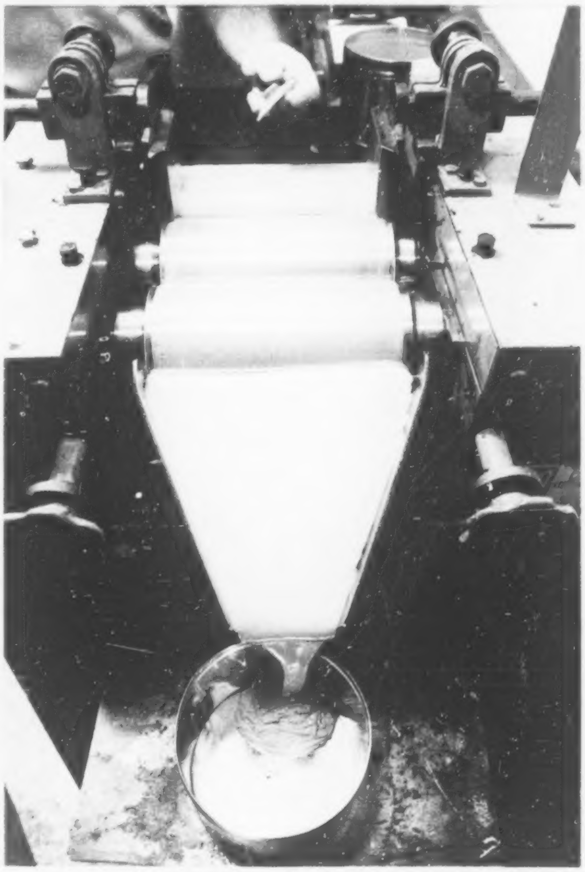
A significant ingredient of that 2 percent is process red ink. While most of the pigments used in oil-based inks are compatible with the water vehicle, the pigments for process red are not. Those pigments arrive at the ink manufacturer in what is called a "flush system," which employs an oil-based binder for the pigment. Although the ink companies are substituting other "dry" pigments, the shades produced are not yet up to AdPro and AD-LITHO standards.

Thus, a national ad printed on a flexo press would look different—particularly in the colors composed of process red—than the same ad printed on letterpress or offset presses.

The nature of flexography as it is being applied to newspapers is presenting a relatively new situation for ink makers. Although water-based inks have been used in the corrugated container industry for decades, presses for corrugated boxes run at 600 to 1,000 feet per minute, whereas newspaper presses print newsprint at 2,000 to 2,200 feet per minute. Also, corrugated presses print on only one side, whereas newspapers print on both sides of the web.

"The technology is basically the same," says Michael W. Mylett, general manager of the General Printing Ink division of Sun Chemical Corp., "but the level of sophistication is completely different."

The high speeds of newspaper presses have brought on an assortment of problems for water-based inks that the manufacturers have had to address. For instance, the drying times for the inks are within split-second tolerances, says Mylett. They must not dry too quickly, lest ink particles build up in the non-relief areas of plates (causing mottled reproduction) or within the cells of the anilox rolls (causing "ink starvation" to the plate). On the other hand, the inks must dry quickly enough so that wet ink on the first side of the web does not pile on the impression cylinder for the second side of the web, which adversely affects reproduction quality.



USPI uses a laboratory mill in manufacturing ink.

The relationship of water-based inks and the photopolymer relief plates used in flexography has been another area of research. The water vehicle in flexo ink sometimes swells the plates, and this results in poor printing. However, cooperative efforts between the plate companies and ink suppliers seem to have solved that problem, Mylett says.

The quality control and storage of water-based inks at metropolitan newspaper plants is still an unsolved vexation. Oil-based inks arrive at newspapers ready to use, but water-based inks may come in a concentrated state, which then must be diluted to the proper viscosity.

"Water-based inks are shipped stronger than they have to be to run on a press," according to Herb L. Edelman, vice president/operations for United States Printing Ink. "It becomes the problem of the newspaper (instead of the ink manufacturer) to control viscosity."

In the past, ink suppliers have had trouble maintaining the quality of water-based inks from one batch to the next. While the viscosity of inks may vary only slightly between batches, the printing characteristics change dramatically. In other words, the margin for error in the production of flexo inks is much smaller than that for oil-based inks.

Large newspapers may be required to use secondary "premix" tanks, where water is added to the inks. Or newspapers may use a "day tank" system, where tanks capable of holding enough ink for one day are employed.

Space and money probably will have to be allocated for primary storage tanks, secondary tanks, piping and plumbing, viscosity instrumentation, and recirculation equipment from the press back to the secondary premix tanks.

For smaller newspapers, a simpler ink-handling system would be required, Edelman says.

Newspaper and ink executives who have looked into the problems of quality control and storage say technological advances in the viscosity instrumentation, which would be used on the presses, have solved past problems with water-based inks used in the corrugated container industry.

In part because they are not yet in general use, water-based inks are more expensive than oil-based ones. However, ink suppliers say the prices for water-based inks eventually will be comparable with or slightly higher than the prices being charged for standard offset inks.

Experimental inks. Beyond water-based inks, interest has picked up in research on other alternative inks and ink-like materials.

Since the IARC report, ANPA-INK has been transformed from a theoretical alternative ink to a practical way of avoiding an environmental problem for both ink makers and newspapers.

"Three months ago, there was no way to justify the added cost (of ANPA-INK)," observes Mylett of Sun Chemical. "Today, there is."

Association inventors developed the ink in the 1970s because of fears that the effects of another oil storage could reach as far as the ink fountains of newspaper presses.

ANPA-INK uses "tall oil"—a resinous liquid that is a byproduct of the pulp-manufacturing process—as the vehicle for ink pigments.

Mylett points out that the treated mineral oils required to eliminate the carcinogenic warning on labels will add 38 to 66 percent to the cost of manufacturing letterpress and offset black inks, which would increase per-pound prices of letterpress black ink by 12 to 20 cents and offset black by 18 to 30 cents depending, of course, on market forces.

Current estimates on the price of ANPA-INK letterpress black ink are about 85 cents per pound, while the offset version would be around $1.00-$1.10 per pound.

Mylett believes ANPA-INK would be more expensive than the treated oil inks but "could be competitive on a price-performance basis."

Early tests of the commercially made ANPA-INK letterpress black ink at Syracuse (N.Y.) Newspapers Inc. and by ANPA at The Newspaper Center in Reston, Va., indicate it improves ink mileage about 58 percent—and with 30 percent more rub-resistance.

Michael J. Stern, production manager in Syracuse, reports that "it works. We don't see any appreciable difference in reproduction quality" compared with traditional letterpress inks.

Newspaper experts and ink suppliers caution that it is still too early to tell whether offset ANPA-INK will be a viable alternative to traditional offset inks. For instance, the first tests of

Paul Glines, San Francisco Examiner

Ink is delivered every Friday and Monday at the San Francisco Newspaper Agency.

commercially made ANPA-INK offset black at the Houston Chronicle were unsatisfactory, according to ANPA's Cashau, leading to many further tests and some subsequent successful press runs. And color inks for both letterpress and offset are still under development in laboratories.

Also, ANPA-INK's ingredients must be economically competitive with other potential vehicles. As a commodity, tall oil is selling for about 42 cents per pound, up from 14 cents in the late 1970s. If all newspapers were to switch to ANPA-INK, 100 million pounds of tall oil would be required annually to satisfy newspapers needs. That apparently would pose no problem because tall-oil producers currently manufacture about 750 million pounds a year.

On the commodities market, tall oil competes directly with soy, palm and other vegetable oils—not mineral oils, according to Robert T. Schoepflin, general manager/chemical products division of Union Camp Corp., a major supplier of tall oil. "They usually move in concert," he notes. "They all move together in price."

While ANPA-INK's cost would be immune to vacillating petroleum prices, that happy circumstance would be replaced with price fluctuations for tall oil caused by droughts and crop failures.

Tall-oil ink is among several developments that have emerged recently from ink laboratories. The suddenly fast-changing ink business has inspired chemical companies to introduce alternative printing substances to traditional oil-based inks [**presstime**, July 1985, p. 66]. Some of these products may spark new life for the letterpress printing process, which had been given up for dead, their developers say.

Chemoxy International Ltd., a chemical firm based in Middlesborough, England, is now selling a letterpress black ink that does not use mineral oil as its vehicle. It consists of 48-percent water, 39-percent oxidized wax and 13-percent carbon black.

The ink has been used successfully for two years at the Leicester Mercury in England, and it is now being used by a Japanese newspaper.

V.M. (Jim) DeLisi, vice president of Fanwood Chemical Inc., the marketing agent for Chemoxy based in Fanwood, N.J., says the ink is environmentally safe.

"Our vehicle has been tested at the National Cancer Institute," he says, "and was found to be inactive as a carcinogen. The vehicle is a short-chained, oxidized parafin which is completely biodegradable."

DeLisi says the ink, if mass-produced, would cost 50-60 cents per pound, or in the price range of black inks using the treated mineral oils. Tests in England indicate a 25-30 percent improvement in mileage over traditional oil-based black inks, he says.

DeLisi reports that a new color line of these inks containing 60-percent water is available for flexographic presses.

Also, Dayton Tinker Corp., an Ohio-based research-and-development firm, is developing a dye-based ink whose chemical composition is similar to shoe polish, according to President Rodger L. Gamblin. He says it would not require the carcinogenic warning label. Gamblin declines to identify the ingredients because of pending patent applications.

The ink was tested at The Courier-Journal and The Louisville Times and at The Columbus (Ohio) Dispatch and Columbus Citizen-Journal. The dye-based ink dries in an hour, Gamblin says, and "in volume manufacturing, we would be in the price range of 35-40 cents per pound."

In limited tests at The Newspaper Center, ANPA's Cashau reports, "the results of both inks (Chemoxy's and Dayton Tinker's) indicate that they need to do a lot more work on them," although performance improved in later test runs.

Regardless of the ultimate fate of such new products, Cashau says the ink issues are going to eause even bigger headaches for newspaper executives in the days ahead. "More questions will be asked *before* answers can be found to the questions that are currently unanswered," he predicts.

But the ANPA researcher sees a few certainties ahead. For instance, the ink-manufacturing business will never be the same.

"I think we're in a tremendous transition period at the ink companies," he says, "because of the influx of new inks and ink substitutes."

Some of the developments at the ink companies will have to await press developments at newspapers. "I think there will be a variety of ink formulations that will follow the press technologies," he says. "It will take time to establish standard formulations." Cashau says an example is flexography and water-based inks it requires. He says it will take two years before the bugs are out of these inks. "That's when you'll start seeing commitments from newspapers to flexo."

The use of brighter, more colorful flexo inks will inspire greater use of color printing in newspapers generally, he says. "The use of color will probably increase faster than the advances being made in press technologies," says Cashau.

Finally, newspapers will use the occurrence of stricter governmental regulations on product warnings to switch to better-grade, rub-resistant inks. "It will be the wise thing to do from a public relations standpoint," he says. ☐

Waste ink disposal can present special problems

The question ANPA environmental experts receive most often regarding ink is: "Is it a hazardous waste?"

Ninety-nine percent of the time the answer, according to Richard W. Neergaard, manager/environmental services, will be no. Most waste ink should not come under the U.S. Environmental Protection Agency's definition of a hazardous waste.

However, some newspapers still have a tough time getting rid of their waste ink, Neergaard notes.

Reasons for disposal abound. Minute pieces of paper fiber may get into the press's ink system and eventually build up to an unacceptable level; in the case of offset presses, water may get into the ink; or one hue of color ink may have to be purged from the ink system to put another in.

One newspaper production expert, John L. Irvin of the St. Petersburg Times and Evening Independent, predicts the amount of waste ink newspapers generate will increase with the trend toward printing more color.

Under EPA regulations, waste ink is classified as "manufacturing process waste"—a type of solid waste, according to Neergaard. ("Solid" because it is disposed of in drums or hauled away in tank trucks and not released into the sewage system.) Under EPA regulations, waste is considered hazardous if it shows certain characteristics of being corrosive, reactive (chemically unstable) or ignitable, or if it contains specific types of herbicides, pesticides or metals.

The only reason waste ink, by itself, might be considered hazardous is that it could contain one of the eight metals of concern to the EPA, Neergaard says. Black inks and AdPro® and AD-LITHO® color inks should not contain the metals, he says. However, other color inks could.

He cautions, however, that to ensure that waste ink maintains its non-hazardous status it should *not* be mixed with other pressroom wastes. For example, a pressroom solvent may have a flashpoint below the 140-degrees-Fahrenheit limit EPA sets for a flammability hazard, and if mixed with waste ink it could cause the entire mixture to be considered hazardous. Companies that generate more than 220 pounds a month of hazardous waste must comply with EPA waste management rules.

ANPA is equipped to test newspapers' ink and other wastes. Newspapers should contact ANPA chemist H. Wilson Cunningham before sending the material so that correct sampling procedures can be followed and testing scheduled.

Nonetheless, says Neergaard, "you can go to the local landfill with all of this information, and unless the person there wants to take your waste, they're not going to do it. These landfills are not required to accept the waste, even though it is not hazardous."

Some newspapers confronted with a disposal problem have decided to treat their waste ink as if it were hazardous, says Neergaard. He recommends against this course of action because it could come back to haunt a paper if problems develop at the dump site.

> *One expert predicts the amount of waste will increase with the trend toward more color.*

One remedy newspapers with disposal problems have adopted is to accumulate their waste ink and have it hauled away in a tanker truck by firms that blend it with other waste matter to create fuel for industrial furnaces.

Neergaard says newspapers that store waste for eventual disposal should be aware of EPA storage regulations if they mix hazardous solvents in with the ink. Under these rules, if a company accumulates more than 2,200 pounds of hazardous waste a month, it may keep that waste on site no longer than three months. After that, it must get a special EPA storage permit. He says a newspaper recently was cited by the EPA after it decided to store temporarily its waste ink and solvents in a spare ink tank while searching for a permanent disposal solution.

Besides EPA, some state and local governments also have rules for waste disposal that publishers should be aware of, he notes.

In part because of disposal problems, some newspapers have gone to ink recycling systems that can remove paper particles [presstime, Feb. 1982, p. 42].

Even disposing of empty metal ink drums can be a problem. In this instance, ink companies may help. For example, the General Printing Ink division of Sun Chemical Corp. will get its customers in touch with a drum "reconditioner" that will remove the drums, clean them and resell them, says Michael W. Mylett, general manager.

Storing ink before use poses other problems.

Beginning next May, newspapers will have to comply with the U.S. Occupational Safety and Health Administration's "hazard communication" standard. If ink manufacturers determine that inks require a hazard warning label, newspapers will have to put this label on their in-plant tanks or other containers, Neergaard says.

Placing ink tanks underground could call into play other new EPA regulations on underground storage of oil. However, newspaper plant design experts say underground tanks are rarely, if ever, used for ink, primarily because temperature is a critical factor, more for offset ink, which has the thickness of syrup, than letterpress ink, which has the consistency of motor oil. Even most pipes carrying ink from tank to press are above ground.

Take "The Case of the Missing Ink" at The Jackson (Tenn.) Sun.

According to Cecil Q. Flowers, director of operations, based on the newspaper's calculations that it uses 35 to 40 pounds of ink for every ton of newsprint it consumes, the newspaper found it was using excessive amounts of ink. "It drove us nuts around here," says Flowers. "We couldn't find out where the ink was going."

The mystery was solved one day last year when ink started bubbling up from the concrete pressroom floor. As the newspaper subsequently discovered, an ink pipe running underground beneath the floor had corroded from the outside and ruptured. Today, all ink pipes are above ground where Flowers and his staff can keep an eye on them.

—*Margaret Genovese*

TABOO ADS

Newspapers ponder what to accept—and what not to

BY MARCIA RUTH
presstime staff writer

On Jan. 1, two newspapers stopped taking advertising from tobacco companies. Separated by more than 1,000 miles and a national border, each was unaware of the other's decision.

Nine months later, the oldest continuously published Canadian daily and a small paper in the U.S. farm belt say they are not aware of more than a handful of followers. But The Whig-Standard in Kingston, Ontario, and The Salina (Kan.) Journal are not bothered. On the matter of so-called "taboo" advertising, independent choice by newspapers is the norm.

"It's a very personal thing," says Paul E. Raffin, classified advertising manager of the Eugene (Ore.) Register-Guard and chairman of the Standards of Acceptance Committee for the Association of Newspaper Classified Advertising Managers.

Formal standards of fairness or taste have been adopted by many papers as a means of determining advertising acceptability [presstime, Aug. 1984, p. 43]. Most restrictions are designed to protect readers from what are perceived as harmful or illegal activities. Some seek to reflect community mores.

According to listings in the 1985 *Editor & Publisher YearBook*, slightly more than 300 of the 1,800 North American dailies refuse at least one type of advertising. The largest category is liquor, prohibited by about 100, primarily small dailies. Between 40 and 50 refuse ads for mail-order merchandise, vending machines or people such as fortune tellers. About 20 turn down ads for tobacco products or for X-rated movies. About a dozen decline ads that advertise certain investments or work in the home.

However, many other newspapers have restrictions not specified in the *YearBook*.

Standards vary. In the case of the two papers that this year began rejecting tobacco ads, the restrictions followed editorial policies. "We decided to put our money where our mouth is," says Kingston Publisher Michael I. Davies.

Both papers have editorialized against tobacco use and operate non-smoking newspaper plants. Both also say they stand to lose about $40,000 a year in tobacco advertising, but they consider this a small price to pay for the public's overwhelming support for the policy.

While few papers go this far in merging advertising policies with editorial positions, many consider it the role of the ad director to apply standards of truth similar to those employed by editors.

"What it comes right down to is a person delivering wood and shorting some 85-year-old widow woman," says Ruffin of the Register-Guard. "She calls me. . . . I find out what happened. . . . If they (the advertisers) do not make it up or give her her money back, I will not accept their advertising any more," he says.

Applying standards to advertising can also affect the political process. Some papers will not accept so-called "negative" political ads—those that attack an opponent rather than promote a candidate—unless there is time for rebuttal.

"You read the copy and put yourself in the other person's place," says Orage Quarles III, advertising director of The Sun in San Bernardino, Calif. "Each year it gets more difficult" to handle negative political ads, says Quarles, who has asked candidates to change copy "simply because it bordered on being libelous."

The tone of a newspaper's particular readership can also be a factor in deciding which types of advertising to declare taboo. The Wall Street Journal looks for ads that are "not offensive to good taste or public decency," says spokesman Lawrence A. Armour. Following this guideline, the list of specific taboo ads includes investment advisory services, firearms, lingerie and any substance "applied to the skin or to the body" such as drugs or cosmetics.

Many policies persist through the years, but newspapers also track cycles of schemes to defraud the public. Ads for work done in the home are currently under scrutiny by a number of papers.

For example, the Columbus (Neb.) Telegram now refuses ads for "home sewing," while The Sanford (N.C.) Herald casts a critical eye on "envelope stuffing."

"People tend to fall for stuff like this at times when they can least afford it," says James C. Banks, advertising manager of the Herald. If the advertisers require people to pay a fee to get involved in the work, the newspaper will not take it, "because we think the money is flowing in the wrong direction," says Columbus' ad manager, Richard F. Toof.

Sometimes the tip-off that an advertiser is dishonest comes through a newspaper's credit department. "If we get enough feedback that what they've been selling they haven't delivered, we will refuse the ad," says Credit Manager Geraldine Sue (Jerry) Hughes of the Los Angeles Times.

Beyond the more common ad taboos, publishers sometimes take precedent-setting actions.

For example, The Day of New London, Conn., no longer takes ads for "Happy Hours," hoping this measure will help reduce the incidence of highway deaths caused by "barhopping" drivers. "It just seemed there was so much madness we had to do something," says Reid McCluggage, publisher, president and editor. "We are not in favor of censorship, but we are in favor of editing the newspaper, and that applies to advertising as well as news." ☐

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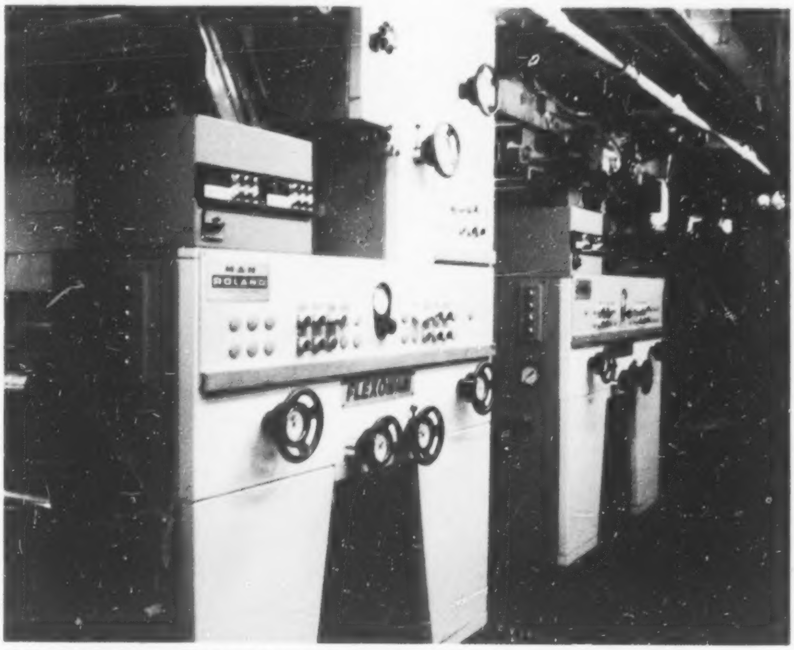

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Many are offered, but few chosen

BY BARBARA FRIEDMAN
presstime staff writer

Some newspapers want to be more than a bundle of advertisements and news to Christmas shoppers: They want to be one of the presents under the Christmas tree.

So when summer turns to fall, some newspaper promotion and marketing managers begin to think about ways to encourage readers to buy subscriptions for friends and families.

Although gift subscriptions are more commonly associated with magazines, some newspapers have mounted successful Christmas campaigns. On balance, however, the majority of sources surveyed report disappointing results.

Joseph B. Forsee, general manager of the International Circulation Managers Association, says gift subscriptions are a standard part of many newspapers' circulation repertoire. He adds that while the usefulness of gift-subscription campaigns varies greatly among newspapers, generally "the productive effect is not that great."

Among the papers that are pleased with their promotions of gift subscriptions are two that are distributed nationally—USA Today and The Christian Science Monitor.

USA Today has used full-page, color advertisements to promote itself as a gift, while the Monitor has relied on advertisements coupled with extensive mailings to subscribers.

Robert T. Burns, director of marketing and administration for Gannett Co., says USA Today's Christmas-season ads last year produced "a pretty substantial volume of orders." Advertisements promoting subscriptions as Mother's Day and Father's Day gifts were less successful, he says.

Three years ago, the Monitor was "not doing much of anything with gift subscriptions," says Richard E. Ralston, the newspaper's marketing manager. That began changing in 1983.

An influx of "starts" came last Christmas season following promotion through both house advertisements and two mailings. One mailing was sent to Monitor subscribers who previously had purchased gift subscriptions; the other went to all the newspaper's subscribers.

The mail offers promoted the purchase of the Monitor at 50-percent discounts for subscription terms of three, six and 12 months. Sales from the two mail solicitations—the response rates were 6 and 15 percent—more than justified the costs involved, Ralston says.

"Gift subscriptions have been a major part of our growth, which has reversed a long-term decline in circulation," he says.

The Boston-based paper (see story, p. 12) plans a similar gift-subscription campaign this year.

But other newspapers may find it difficult to approach this degree of success. Solicitation of holiday gift subscriptions is "probably not suited to most city newspapers," Ralston says, noting that the Monitor is "marketed more like a magazine than a newspaper." Like magazines, the Monitor relies heavily on the mails to solicit new customers as well as deliver the newspaper.

Confirming Ralston's suspicions, Marketing Director John C. Williams says gift subscriptions of the Atlanta Journal and Constitution are "such a minor part of what we do, it's almost inconsequential."

A Special
Gift
for
The News

Alberto Pacheco

He figures house advertisements produced about 300 starts last Christmas at the two Atlanta papers, which had a combined circulation at that time of about 381,500. And efforts to sell subscriptions as Mother's Day and Father's Day presents produced few orders, he says.

At smaller papers, results have been mixed.

The Grants Pass (Ore.) Daily Courier, advertising manager Melody Wilson says the paper has run Christmas-season advertisements for gift subscriptions "periodically through the years."

But the advertisements have not "produced as strong a response as we'd like." The Courier (evening, circulation 15,990) has gained a couple hundred starts each season from gift subscriptions, Wilson says.

In Henderson, Ky., several requests from people who wanted to buy gift subscriptions convinced The Gleaner that they were worth promoting. When the newspaper began advertising the subscriptions in the early 1980s, "We thought it would be a really hot item," says Steve Austin, the newspaper's general manager.

The paper (morning, 10,692) advertised "very heavily" in its pages and bought some radio time, he says. And the sale of gift subscriptions grew steadily from 42 in 1982 to 121 last year.

Yet sales have not yet realized "potential we thought it had," Austin says.

The Times Herald in Olean, N.Y. (evening, 25,723) is another paper where efforts to sell gift subscriptions have been only marginally successful. Circulation Manager Herman L. Smith says "It's not something I consider to be a big source of new subscriptions."

However, enough small papers have shown interest in selling newspapers this way that three years ago a Kansas company began printing cards that are sent to recipients of the gift.

Donald D. Banwart, president of Sekan Printing Co. in Fort Scott, says he sells the cards annually to about 200 newspaper customers with circulations of 25,000 and less. He estimates about 75 percent of the cards are for gifts given around Christmas and New Year's Day, and he says orders range in size from 100 to 1,000 cards. ☐

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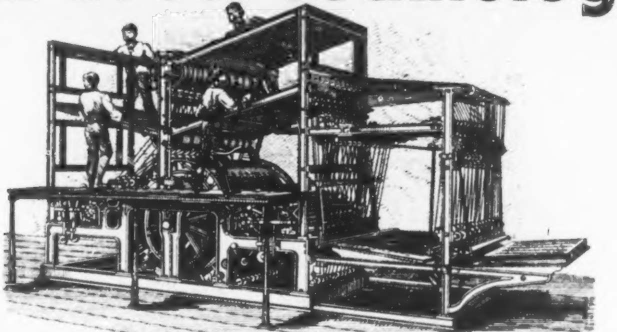

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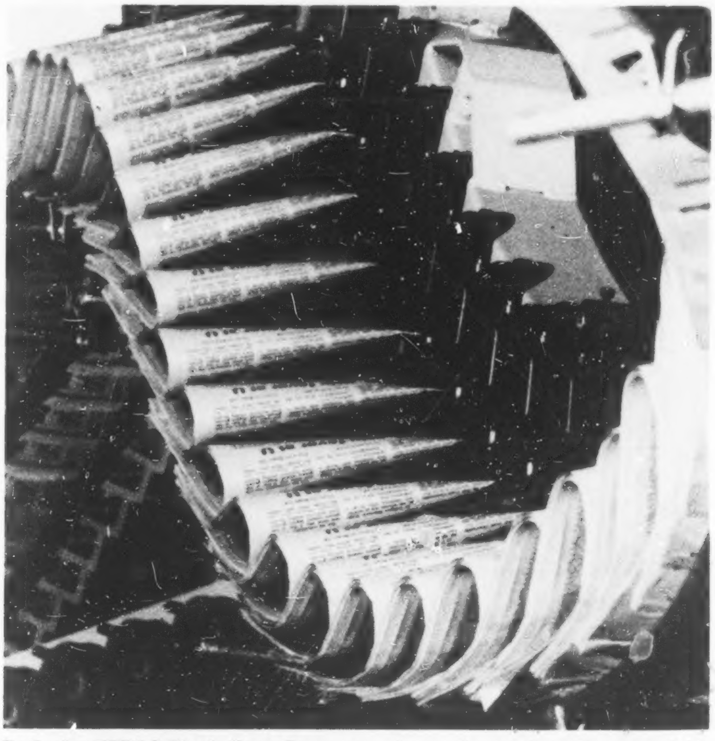

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C.K. McClatchy

A believer in competition

BY CLARK NEWSOM
presstime staff writer

Some newspaper executives say the transformation of McClatchy Newspapers of Sacramento into a modern, open and growing organization dates from 1978. That was the year Charles Kenny McClatchy became president, the fourth generation of his family to head the company that began in 1857 with the founding of The Sacramento Bee.

McClatchy succeeded his aunt, Eleanor McClatchy, who had been the company's chief executive officer for 42 years.

C.K., as he is known, "modernized" the company, says Robert C. Bergenheim, publisher of the Boston Business Journal and a one-time director of McClatchy newspaper operations.

Less than a year after becoming president, McClatchy acquired the Anchorage Daily News from Katherine Fanning, a move described by newspaper management consultant James H. Smith as "one of the great newspaper purchases."

Fanning, now editor of The Christian Science Monitor, describes McClatchy as "a fine newspaperman who believes good editorial quality sells newspapers." While he has a "gentle, mild" personality, McClatchy is "a tiger" in competitive situations, she says. The turnaround in Anchorage is a good example. Circulation of the Daily News was about 12,000 in 1979 when McClatchy took control of the morning paper, compared with about 46,000 for its competitor, the evening Anchorage Times. By this year, his Daily News had soared to the lead, 49,580 to 40,227.

"He loves competition," says Frank McCulloch, who retired earlier this year as executive editor of The Sacramento Bee and who is now managing editor of the San Francisco Examiner. In Sacramento, McClatchy's 230,160-circulation morning Bee competes head-to-head with The Sacramento Union (morning, 102,317).

McClatchy hopes the competition continues. "There's an advantage to the community to having two editorial voices," he says.

McCulloch says "the single adjective" to describe McClatchy is "classy."

He is also a "humanist," McCulloch says. "He likes other people." McClatchy wrote the chapter on employee relations in the American Society of Newspaper Editors' recently published *Newsroom Management Handbook*.

While the wiry, soft-spoken, 58-year-old newspaper executive is often described as a quiet gentleman, he is "very deceptively tough," adds McCulloch.

"He has a backbone of steel, believe me," says Bergenheim.

A year ago, Sen. Paul Laxalt (R-Nev.) filed a $250-million libel suit against The Sacramento Bee, of which McClatchy is editor, over a 1983 story that reported up to $2 million was allegedly skimmed from a Carson City, Nev., casino hotel while it was owned by Laxalt and others. McClatchy subsequently filed a $6-million countersuit charging Laxalt with First Amendment violations and abuse of process by trying to discourage reporting on a matter of public interest.

"I'm confident we will prevail in the end," McClatchy says. "I know the news story was accurate." Laxalt's suit was "an attempt to intimidate other news companies from pursuing the story," he says. The case "is a long way from trial."

McClatchy was born in Fresno, Calif., where his father was the founder and editor of The Fresno Bee. His first newspaper experience was gained at the Fresno and Sacramento papers during summers while he was in high school and college.

After graduating from Stanford University in 1950 with a bachelor's degree in political science, he worked as a reporter for the Sacramento daily.

In 1953, following a two-year hitch in the Army as an artillery officer, he went to the East Coast and landed a reporter's job on The Washington Post. McClatchy says that "for obvious reasons" he thought he would get better experience and training at a non-McClatchy newspaper.

While he never thought "very seriously" about a career outside journalism, he did venture briefly into politics in 1955 when he left the Post to serve as assistant press secretary for the second presidential campaign of Democrat Adlai E. Stevenson. "It was a great experience," he says.

After Stevenson lost to incumbent President Dwight D. Eisenhower, McClatchy worked in the Washington, D.C., bureau of the American Broadcasting Co. for about a year before returning to The Sacramento Bee as a reporter in 1958. After several interim steps, he became editor of McClatchy Newspapers in 1974 and president four years thereafter.

McClatchy's influence in "opening up" the privately held company is illustrated by the series of "Come Talk to The Bee" public forums that he launched last year. The meetings, attended by McClatchy and other executives, are aimed at specific Sacramento neighborhoods and held in the evening at public facilities.

In addition to the Anchorage paper and the Bees in Sacramento and Fresno, the newspaper group includes The Modesto Bee and three other dailies acquired since McClatchy became president—The Free Lance of Hollister, Calif., The Dispatch of Gilroy, Calif., and the Tri-City (Wash.) Herald, serving Pasco, Kennewick and Richland. The company also owns three weeklies in California and has radio, cable television and videotex interests.

McClatchy is a member of the Pulitzer Prize Board, a director of the Newspaper Advertising Bureau and a trustee of the Washington Journalism Center. For recreation, McClatchy says he plays tennis, "but not often or very well." Divorced, he is the father of a daughter and two sons. ☐

Managing the new 'telcom' technology

BY CHARLES T. BRUMBACK

In the fast-changing world of telecommunications technology, various potential applications hold promise for newspapers.

Imagine a significant sporting event that runs overtime. Your photographer is on-site, 30 miles from the main office. After taking a series of pictures with an electronic camera, the photographer plugs it into a cellular telephone and dials the number of the photo editor back at the main office. The photo editor answers the call on a terminal, viewing the pictures as they come in, and storing what he doesn't have time to view on magnetic tape.

On the same terminal, the photo editor prepares the pictures for the paper and transmits them directly into the prepress pagination system. The picture is ready to be printed. Travel time and photo darkroom work have been eliminated. The process has been reduced from several hours to a matter of minutes.

Next, think about an advertising sales call. Your sales representative uses a portable terminal to provide information for the customer concerning account status, co-op arrangements and circulation. And if the customer has a copy of an ad ready, it can be transmitted via the same terminal to the prepress system.

Or consider an application that goes right to the subscriber. In this scenario, the newspaper has set up a "voice mailbox" as a customer-service hotline. When the customer calls in, he or she gets a message that says "Customer Service Hotline." The customer is asked to enter a special identification code, such as his or her phone number, and then is instructed to leave a name, address and message. The mailbox system responds with a message that confirms receipt of the complaint and says it will be processed quickly. At the same time, the system activates the paging device of the delivery agent for that particular customer. How did the system know which delivery agent? The telephone number was the key. The driver can then respond to the complaint within minutes.

Those are just three examples of how we might use telecommunications technology in the future. Maybe all of them will happen; maybe none of them will. The point is that we have to be willing to think in new terms to make effective use of the new technologies.

How do we at newspapers make sure to take full advantage of emerging telecommunications technologies?

Charles T. Brumback

First, let's take a look at this thing called telecommunications management. Is it really any different than any other management function in the business?

I suggest that it is. It is very different from anything else we've ever tried to manage.

Consider this: Five years ago, the role of most telecommunications managers was to place orders with the telephone company, pay the bills, handle complaints and control expenses. We put that function in the same department as janitorial services, food services and copier services. The new telephone systems that were brought to the marketplace were introduced at a very slow and deliberate pace dictated primarily by the depreciation schedules of the telephone company.

Today, telecommunications managers have to deal with almost runaway technology. Where there was one supplier, today there are hundreds. The controlled pricing structure that was dictated by regulation is disintegrating.

What kind of qualities would the perfect telecommunications manager for a newspaper have? I think that person should have equal parts of telecommunication and newspaper experience. Just how much experience depends a great deal on the size of the particular newspaper. Likewise, this perfect person should have equal parts of technical and people skills—technical skills because it is a technical field, and people skills because telecommunications people probably interact with a broader cross-section of the business than any one else.

The perfect manager must be an effective negotiator because telecommunications management now calls for dealing with hundreds of suppliers rather than one. Millions of dollars a year in expenditures may be at stake. He or she must also be an effective teacher and salesman, because the systems are effective only if the user understands and accepts them.

Is there anybody out there like this? Probably very few, if any. I think the answer is to find the best possible combination of qualities that you can, but recognize that the development will have to continue long after the hiring process is complete. And if you hire telecommunications people without newspaper experience, put them into the business as quickly as possible. I don't mean a three-hour tour. Put them into the business for a week or two—that investment in time will pay dividends in the future.

How many telecommunications professionals should a newspaper have? There's an old rule of thumb that a business have one telecommunications professional for every $1 million of expense. Inflation has probably raised those limits, but divestiture has probably lowered them, and the old rule may be still a good guideline.

A bit of advice though: Don't staff just to run the system and control expenses. Would you invest millions of dollars in a new sophisticated press and then control the expenses associated with running that press by eliminating production? Of course not. The same holds true for telecommunications resources.

Finally, create a climate that makes telecommunications management effective.

Create a climate that brings your telecommunications people and their technologies out into the business.

Create a climate of exchange that encourages management of other business functions to go to the telecommunications people for help.

Make telecommunications management a key part of the senior staff of the business and make telecommunications a key element in the planning process.

Move telecommunications into a part of the organization where it can be most effective. At many newspapers, telecommunications has been joined with information systems in order to take advantage of the marriage of computer and telecommunications technologies. At the same time, telephone systems have been moved into the computer rooms where they rightly belong, because in reality they are computers as well. ☐

Brumback, an ANPA director, is president and chief executive officer of the Chicago Tribune Co. This article is adapted from his presentation Aug. 15 at the ANPA telecommunications workshop titled "Connections."

REGULATIONS

Newspapers line up for new ink

The major ink manufacturers report newspaper customers are making their preference known for a switch to inks manufactured from highly processed mineral oil that will not require a cancer-warning label.

"I have not received any requests for anything other than a treated-oil ink from the newspapers," said Ronald C. Baker, president of United States Printing Ink.

Similarly, Robert H. Flint, president of Flint Ink Corp., said "the great majority" of his company's newspaper customers want to buy ink made from the treated oil, and most of these want low-rub ink.

The newspapers' response follows a late-August "Environmental Alert" from ANPA informing them that after the federal "hazard communication" standard takes effect Nov. 25, inks made according to traditional formulations with so-called "untreated oil" will carry a cancer-warning label [**presstime**, Sept. 1985, p. 34].

On the subject of price, the ink companies said that, as expected, treated-oil inks will be more expensive than the inks currently being used by newspapers.

Baker said there will be a 40-45 percent increase in the price of his company's black web offset ink and a 50-55 percent increase for letterpress black because of the oil change. The percentage price increase for color inks will be less, he added, because the cost of color ink comes largely from the pigment, not from the oil.

Flint reported that even inks made from untreated oil will cost more, because they will become a "specialty" item.

Both companies said in late September they had some treated-oil ink available. They mentioned Oct. 15 as the date when the new ink will be widely available.

Meanwhile, at a Sept. 5-6 meeting at The Newspaper Center in Reston, Va., the ANPA Technical Committee discussed the ink question and decided to redesign the existing ANPA industrial hygiene program and develop a "wellness" program that newspapers can implement for employees.

Francis W. Weir, author of a study that analyzed previously published research about any possible cancer risk to newspaper pressroom workers, addressed a joint meeting of the committee's Environmental Task Force and Newspaper Ink Study and Research Task Force.

As expected, treated-oil inks will be more expensive than the inks currently being used.

Although Weir told the committee members that "the inks that are being used in the [newspaper] industry in the manner that you use them . . . [do] not produce extraordinary risk for the worker," he also said newspapers may encounter legal action stemming from the ink situation.

Weir, director of environmental safety at the University of Texas Health Science Center at Houston, began his study several years ago for the National Association of Printing Ink Manufacturers.

In 1984, he presented findings to representatives of NAPIM and ANPA. Perceiving some skepticism, Weir had his findings reviewed and validated by five safety and health experts from outside the ink and newspaper industries.

In a summary, the Weir report said: "There is little general agreement among the various published authors that there was ever an increased risk of cancer to newspaper pressroom workers."

According to the report, "none of the studies purportedly demonstrating a positive finding adequately dealt with the important personal lifestyle factors of smoking or alcohol consumption" on one's health.

It was this finding that led to the ANPA committee's advocacy of more wellness programs at newspapers.

The report also said: "Available data indicate that few if any currently employed newspaper pressroom workers are exposed to significant levels of hazardous chemicals and/or particulates. This potential for exposure should decline even more in future years due to the changing technology."

Discussing the carcinogenic hazard of mineral oils and other oil products, the report said that "although there appears to be extensive epidemiological and experimental data on the carcinogenicity of these products, very few studies are really pertinent."

Weir told the ANPA committee he theorizes that carbon black, the pigment used in black news inks, renders the carcinogens in the oil ineffective. He proposed that his theory be tested. The committee said it would study the matter further. And it asked him to finalize his study by Oct. 31 so that it can be released publicly in full.

In a related development, the National Toxicology Program has changed its plans for testing black newsprint ink for carcinogenicity in light of the movement to inks made with more highly processed oil. Black ink was accepted for testing last year [**presstime**, Sept. 1984, p. 33]. William C. Eastin, chemical manager for the study, said in late September the study will now include the new inks and treated oil.

Until learning from NAPIM in mid-September about the mineral oil switch, the NTP had planned to test a sample of letterpress and offset black inks from each of the four largest ink manufacturers and a representative sample of the mineral oil used as a vehicle in the inks, said Eastin, a physiologist with the National Institute of Environmental Health Sciences. ☐

Weir (left) discusses report with committee members Gene McDavid (center) of the Houston Chronicle and Michael Stern of Syracuse (N.Y.) Newspapers Inc.

Congressional staff issues favorable report on VDTs

A congressional subcommittee has issued a 90-page report that concludes there is no need for legislation concerning video display terminals in the workplace.

It is "unlikely," the report said, "that legislative action at any level will do more than provide contradictory and, perhaps, more restrictive limits rather than encouraging the flexibility that is both desirable and necessary" for the health and safety of VDT operators.

The report, prepared by the staff of the Health and Safety Subcommittee of the House Committee on Education and Labor, was not formally adopted by the subcommittee because there has been "considerable change" in the membership of that panel since the hearings were held last year, according to Sy Holzman, deputy staff director. The report will be used in the future as reference material, he said.

ANPA testified and performed sample radiation testing on a VDT at the hearings [presstime, July 1984, p. 51].

"Clearly," the report said, "the overwhelming body of scientific evidence at this point in time gives little credence to the radiation concerns expressed. This is especially true in respect to the effects of radiation from VDTs in connection with reproductive problems and eye problems such as cataracts."

All witnesses agreed that there are some workplaces where comfort is a real issue, the report noted. "Physical comfort, though, will be difficult to legislate," it said. "Providing the right kinds of equipment, furniture and fixtures, lighting and window coverings, and so forth, are ideally and realistically issues that must be resolved in each individual place of employment."

The report did recommend further study on the reproductive issue, noting that the National Institute for Occupational Safety and Health is currently undertaking an epidemiological study on the effects of VDT use on reproductive health.

Another area in which additional study is needed involves the possible effects of low-frequency, non-ionizing radiation, the report said.

A second report was released recently on VDT safety issues. Covering a study initiated by The Newspaper Guild and the Mount Sinai School of Medicine, the report said no significant differences had been found in the incidence of cataracts or other eye problems between VDT users and non-users. The report cautioned, however, against concluding based on that one study "that VDT use presents no problems to the eyes." ☐

REGULATORY NOTES

- On Aug. 5, companies that generate between 220 pounds (about half a 55-gallon drum) and 2,200 pounds (five full drums) of **hazardous waste** a month became subject to regulation by the U.S. Environmental Protection Agency.

Formerly, companies generating less than 2,200 pounds of hazardous waste a month were eligible for a small-quantity exemption from EPA's waste-management regulations.

According to an EPA spokeswoman, these small-quantity generators now are required to fill out a manifest form when shipping hazardous waste from their premises.

In addition, proposed regulations—expected to be implemented early next year—would require them to obtain an identification number from EPA, send the waste only to federally approved disposal facilities and deal only with authorized hazardous waste transporters.

- In an Aug. 27 letter, ANPA joined seven other media and public-interest groups in urging the Nuclear Regulatory Commission to act without further delay on withdrawing or completing rule-making proceedings on a new regulation that allows more **closed meetings.**

Earlier, ANPA had asked the commission to reconsider the policy change [presstime, Aug. 1985, p. 37].

- Beginning Oct. 12, cigarette advertisements should contain one of four new **health warning messages**. Under the Comprehensive Smoking Education Act, enacted in 1984, the messages must be rotated quarterly [presstime, Feb. 1985, p. 31.]

Each major cigarette company has scheduled the warnings so that ads for different cigarette brands will carry different warnings, according to Judith D. Wilkenfeld of the Federal Trade Commission.

LEGISLATION

SPJ,SDX and ANPA differ on whether to reopen FOIA

The 19-year-old Freedom of Information Act is a subject of concern to two national press organizations, but the concern is leading them in different directions.

One, the Society of Professional Journalists, Sigma Delta Chi, believes the act should be strengthened and had legislation introduced in Congress Sept. 17 to improve FOIA from an information requestor's standpoint.

The other, ANPA, fears opening up the act to amendment could do more harm than good and, instead, is attempting to bolster the act by promoting press and public awareness of the access law.

"Any amendments designed to improve the statute run considerable risk of having harmful amendments joined with them," explained W. Terry Maguire, ANPA vice president/general counsel. "Therefore, we do not believe at this time that the Congress should consider amendments of any kind to the statute."

In a "Legislative Alert" to its membership last summer, ANPA said it believes the better strategy is to "voice more vigorously and directly our support for the FOIA and the national commitment to open government which the present statute incorporates."

In keeping with that approach, ANPA is developing a series of public-service ads for print media which emphasize the public's stake in the Freedom of Information Act. SPJ,SDX and other media groups have agreed to cosponsor the messages.

The SPJ,SDX bill, unveiled at a Capitol Hill press conference, would:

- Penalize agencies that exceed time limits for compliance with an FOIA request
- Require agencies to respond within five days, rather than the usual 10, to requestors who can demonstrate a need for expedited access
- Provide more reasons for reducing or waiving search and duplication fees

The Justice Department has assumed the lead in overseeing administration of the act, but there is no provision for such oversight in the FOIA.

The legislation was introduced by Rep. Gerald D. Kleczka (D-Wis.), a member of the House Government Operations Committee's Subcommittee on Government Information. ☐

COURTS

Libel cases at Supreme Court could have big impact

BY CLAUDIA JAMES

In the term that begins this month, the U.S. Supreme Court will hear two libel cases that pose serious procedural questions. If decided adversely, they could have a chilling effect on the media.

One is *Philadelphia Newspapers Inc. v. Hepps*, in which the court will decide who has the burden of proof in a private-figure libel case. The case involves a series of Philadelphia Inquirer articles that linked a beer distributor to organized crime.

The Pennsylvania Supreme Court upheld a state statute that requires a libel defendant to prove the publication was true, entitles the plaintiff to having the jury presume the article is false and requires the plaintiff to prove only that the publication was published negligently in order to recover damages. (See story, p. 16.)

In a friend-of-the-court brief, ANPA and other press organizations argued that the plaintiff should have to prove falsity. They said in cases where there is doubt as to the truth or falsity of a statement, the First Amendment requires the law to err on the side of protecting possibly false statements, rather than to err by chilling truthful statements that cannot be proven conclusively to a jury.

The other case is *Anderson v. Liberty Lobby Inc.*, in which the court has been asked to decide whether a public-figure libel plaintiff, to recover damages, must prove with "convincing clarity" that the defendant acted with actual malice. The decision in this case could affect greatly the number of libel cases that do not reach trial because of successful summary-judgment motions by newspaper defendants.

The U.S. Court of Appeals for the District of Columbia Circuit held that the "convincing clarity" standard was not applicable to the summary judgment stage of public-figure libel litigation. This ruling conflicts with a 1980 decision in the 2nd U.S. Circuit Court of Appeals that supported the "convincing clarity" requirement on summary-judgment motions.

ANPA joined several press organizations in an amicus brief arguing that the standard set in *New York Times Co. v. Sullivan*—requiring plaintiffs to prove actual malice with "clear and convincing" evidence—is required at the summary-judgment stage of litigation [presstime, Aug. 1985, p. 34].

Besides these two cases set for review, the court has been asked to hear a number of other media-related cases, including:

- *Chicago Tribune v. Department of Revenue of the State of Illinois*, on the question of whether an Illinois use tax violates the First Amendment. The Tribune maintains the statute discriminates against the press by denying it an exemption given to all other manufacturers for purchase of equipment used to manufacture tangible personal property. The Tribune won the case in the trial court, where the state claimed newspaper publishers do not engage in "manufacturing." Changing its argument, the state appealed to the Appellate Court of Illinois, saying newspapers are exempt from Illinois' retail tax because the sale of newspapers is not considered to be a sale of "tangible personal property." Thus, the state said, newspapers should not get a use-tax exemption, and the appellate court agreed.
- *Capital City Press Inc. v. Buratt*, on whether a newspaper story based on public records is subject to a libel claim by a public official. Capital City Press, which publishes the Advocate and State Times of Baton Rouge, La., seeks review of a Louisiana Court of Appeals decision upholding a trial court's award of $3,000 damages and $1,000 attorneys' fees. The case centers around a disputed article in the Advocate that the paper claimed was based entirely on public records. A lower court found the newspaper used only a portion of the public records available and said if the paper had used all of the records, it would have discovered the story to be false.

> *The court also has been asked to hear a number of other media-related cases.*

- *Lorain Journal Co. v. Milkovich*, on whether the Ohio Supreme Court erred in deciding whether somebody is a public figure under guidelines of the U.S. Supreme Court decision in *Gertz v. Robert Welch Inc.* The state court held that a high school wrestling coach is not a public figure and therefore need not prove actual malice to recover damages. Also at issue is whether the statement accusing the wrestling coach of lying at a trial is an opinion or a factual assertion. The Ohio Supreme Court said the statement was a factual assertion and not afforded constitutional protection of a writer's opinion.
- *Press-Enterprise Co. v. The Superior Court of Riverside County, Calif.*, on whether the public and press have a constitutional right of access to records from certain pretrial criminal proceedings. The Press-Enterprise challenges the sealing of transcripts from a closed preliminary examination. The California Supreme Court upheld a state statute under which the documents were sealed. The Press-Enterprise last year won another U.S. Supreme Court case establishing that jury selection generally should be open to the public.
- *In Re Grothe*, involving the propriety of a subpoena for unpublished photographs. The Dallas Morning News asked the Supreme Court to rule on whether the Texas Court of Criminal Appeals erred in upholding a subpoena for News photographer Randy Grothe's pictures of an anti-nuclear demonstration. The newspaper said the woman seeking the pictures—who had been arrested in the demonstration—did not meet requirements of the Supreme Court in *Branzburg v. Hayes*. *Branzburg* established that a person must prove that the material requested is relevant and cannot be obtained from other sources. ☐

James is ANPA assistant general counsel.

Newspapers settle two more antitrust cases

Two antitrust lawsuits involving newspapers' total-market-coverage programs recently were settled out of court in New Orleans and Yuba City, Calif.

The New Orleans settlement was between Guide Newspapers Corp., owned by Cox Enterprises Inc., and Times-Picayune Publishing Corp., owned by Newhouse Newspapers.

Guide, which publishes a group of free-circulation, community newspapers, had charged the company that publishes the Times-Picayune/States-Item with predatory pricing in its zoned editions as well as its TMC products [**presstime**, Dec. 1984, p. 32].

At the time of the settlement, Times-Picayune announced it had purchased the Guide's printing plant, including the buildings, land, presses and certain other production equipment, for about $8 million. Times-Picayune will print the Guide's newspapers under contract for five years, with an option for another five years.

"There was no consideration paid for the dismissal of the lawsuit, and the Picayune has not changed any of its business practices," said William E. Wegner, a lawyer for Times-Picayune. He also said that the "intent is that the Guide will continue to do business as usual."

Ashton Phelps Jr., Times-Picayune president and publisher, said the offset plant will help "meet the increasing demands of our publications."

The other settlement was between Yuba City Herald Publishing Co. and Freedom Newspapers Inc., which publishes the Appeal-Democrat in Marysville, Calif.

Yuba City Herald, which published a free-circulation weekly and a shopper, had charged Freedom with predatory pricing and unsuccessfully sought a preliminary injunction to prohibit the Appeal-Democrat from distributing its TMC publication in Sutter County [**presstime**, Dec. 1984, p. 32].

As part of the settlement, "some of the assets" of the weekly and shopper were sold to Freedom, according to James A. Fallbeck, president and publisher of Paradise (Calif.) Post Inc., which was the sole owner of Yuba City Herald. Subsequently, Freedom closed both publications, Fallbeck said. Other details of the settlement were not disclosed.

The two cases join a growing list of antitrust suits against daily newspapers that have been settled.

Newspaper antitrust expert Conrad M. Shumadine said the settlements are not surprising. "I would be surprised to find that most newspaper cases weren't settled, because everything else *is* in the business area," he said.

The Norfolk, Va., lawyer estimated that 80-90 percent of business litigation results in settlements. "Certainly, it's true that most antitrust cases . . . are settled rather than go to a full-blown trial," he said.

It is impossible to determine a trend without knowing the terms of each settlement, which usually are not disclosed, Shumadine added. "Whether the newspapers are winning or losing, you don't know without knowing how much they are paying or whether they are paying anything."

Commenting on the settlements, W. Terry Maguire, ANPA vice president/general counsel, said "given the potential for restrictive law to have emerged from some of these cases, newspapers should be guardedly optimistic about preserving their competitive freedom in the future."

Meanwhile, two additional antitrust cases pending in federal courts have been brought to the attention of the ANPA Legal Department:

- Warren County Guide Inc., which publishes shoppers in Northwestern Pennsylvania, charged that the publishers of The Derrick in Oil City, Pa., and The News-Herald in Franklin, Pa., engaged in predatory pricing in connection with their TMC publication, Thrifty Shopper. Because of this, the Guide says, it was forced in 1982 to cease publication of its own shopper circulated in the same area. The Oil City and Franklin newspapers, formerly partners in a joint operating arrangement, are owned by Derrick Publishing Co. [**presstime**, June 1985, p. 54]. The defendants have denied the allegations.
- Monmouth Communications Corp., publisher of a weekly newspaper in Monmouth County, N.J., charged that the Asbury Park Press Inc. and a subsidiary, Summerfield Operating Co., conspired to set below-cost advertising rates for ADVisor, Summerfield's twice-weekly shopper. Monmouth also alleges the defendants discriminated in prices charged different advertisers. The Press has denied the allegations. □

COURT BRIEFS

- ANPA has joined in filing a friend-of-the court brief with the U.S. Court of Appeals, District of Columbia Circuit, urging it to uphold a federal judge's ruling that The Washington Post did not libel former Mobil Oil Co. President William P. **Tavoulareas.**

The full court has agreed to rehear the case, vacating a decision last April by a three-judge panel of the court that overturned U.S. District Judge Oliver Gasch's ruling [**presstime**, July 1985, p. 54].

- The National Association of Broadcasters failed in its attempt to gain postponement of a federal appeals court's ruling that overturned the Federal Communications Commission's **"must-carry" rules** [**presstime**, Aug. 1985, p. 41]. The must-carry rules, which require cable TV operators to include all TV stations in its offerings, were lifted Sept. 10.

NAB, which planned to appeal the decision to the Supreme Court in late September, had sought the stay until the appellate process was completed.

- The Florida Supreme Court has struck down a state rule requiring a publication to have paid circulation to qualify for the **newspaper sales tax exemption.**

"Florida exempts 'newspapers,' and, to borrow from Gertrude Stein, a newspaper is a newspaper is a newspaper," said the court.

The decision came in a case filed by Campus Communications Inc., publisher of The Independent Florida Alligator, a free-circulation newspaper published for students at the University of Florida [**presstime**, Dec. 1983, p. 16].

- A county judge overturned a jury verdict that **The Kansas City Star** had libeled its former outdoor editor.

In May, the jury had awarded Gary D. Warner $200,000 in actual damages and $75,000 in punitive damages. At issue were articles published after Warner was fired.

Jackson County (Mo.) Circuit Court Judge Julian M. Levitt set aside the verdict on grounds the plaintiff had failed to prove that the newspaper acted with actual malice.

- The Libel Defense Resource Center has updated its state-by-state review of **libel and invasion of privacy laws.**

"LDRC 50-State Survey 1984" also contains reports from the 12 federal circuits. It is available for $75 from LDRC, 708 Third Ave., 32nd floor, New York, N.Y. 10017.

Steep rate increases set for second-class mail

Many newspapers in late September were bracing for stiff increases in some second-class mail rates scheduled for Oct. 1.

The higher rates could be averted by congressional action, but none was on the horizon at press time.

The increases stem from the U.S. Postal Service's having to "adjust" rates in response to decreased congressional funding for the "preferred" mail subsidy. That subsidy is known as the "revenue forgone" appropriation, which benefits newspapers mailed in-county and those mailing less than 5,000 copies outside the county of publication.

Although Congress could adjust the figure later on, by late September it had agreed to spend only $749 million on the subsidy—an amount about $120 million lower than needed to avoid rate increases [presstime, Sept. 1985, p. 38].

An ANPA analysis shows that for a 4-ounce newspaper mailed at in-county, carrier-route-presort rates, the per-copy cost will increase 52 percent, from 2.95 to 4.48 cents.

Other individual components of second-class rates would climb appreciably. For in-county rates, the per-pound fee of 5.8 cents would increase 36 percent to 7.9 cents; the basic piece rate of 3.3 cents would go up 30 percent to 4.3 cents; and the carrier-route-presort piece rate of 1.5 cents would jump 66 percent to 2.5 cents.

For limited circulation—fewer than 5,000 copies mailed outside the county of publication—the basic piece rate of 6.3 cents would increase 35 percent to 8.5 cents; the ZIP-code-presort rate of 3.7 cents would go up 57 percent to 5.8 cents; and the carrier-route-presort piece rate of 1.8 cents would more than double to 3.9 cents.

Postal officials said if Congress subsequently decides to increase the revenue foregone subsidy, USPS would make similar adjustments. "Obviously, if Congress should give us different directions in the days ahead," said John R. McKean, chairman of the USPS Board of Governors, "we would take appropriate action in response to Congress's decision."

However, "while we await such final action," McKean said, "we have no practical choice but to act on the information now available."

ANPA noted in a Sept. 10 "Legislative Alert" to members that an additional option to raising or lowering the rates immediately after action by Congress is the launching by USPS of a new rate case, a proceeding that probably would take at least 10 months and affect all rates.

Although in late September there was no legislative activity concerning the revenue forgone appropriation, Sen. Ted Stevens (R-Alaska) earlier in the month had introduced a bill to delay the increase for five months.

In the discussion stage in Congress were proposals to limit in-county rates to publications whose primary circulation is within the county of mailing. In effect, this would limit in-county subsidies to small-circulation newspapers.

It was earlier reported that such a measure was "supported" by the National Newspaper Association. NNA General Counsel Robert Brinkmann said the association believes that if Congress is "going to try to limit abuse [of the revenue forgone subsidy] by national magazines, then do it that way"—by restricting use of the rates to publications that have most of their circulation in the county. "But we take no position with Congress that they *should* do it," he said. ☐

Keep paid-subscriber rules, ANPA testifies

ANPA has reiterated its belief before the Postal Rate Commission that paid-subscriber rules are the best way to maintain historical distinctions between second- and third-class mail.

Geoffrey Edwards, publisher of the Journal Newspapers—a group of five daily newspapers in the Washington, D.C., suburbs with combined paid circulation of more than 150,000—submitted testimony on behalf of the Association. He said abolishing the rules would open second-class "floodgates" to "myriad publications that neither wish to commit the resources necessary to get subscribers nor to create the sort of publication that would attract them."

Edwards' remarks were submitted in late September in a case filed by Tri-Parish Journal Inc., which publishes the River Parishes Sun of LaPlace, La. The River Parishes Sun is a free-circulation newspaper that seeks the right to use second-class, in-county rates [presstime, Sept. 1985, p. 6]. ☐

Recent j-grads feel prepared, study shows

Ninety-five percent of young journalists surveyed by the Southern Newspaper Publishers Association believe their education prepared them adequately or well for their present jobs.

SNPA's Journalism Education Committee surveyed working journalists who had been out of college from three to five years. The findings were reported by Committee Chairman Robert E. Hollingsworth, vice president/planning and development for the Dallas Times Herald, in an SNPA Special Bulletin.

According to the report, 34.3 percent of the 265 survey respondents said their education prepared them "very well" for their current jobs, 40.4 percent said "moderately well," and 20.4 percent said "adequately."

Only 10 respondents, or 3.8 percent, said they were prepared "poorly" and just three, or 1.1 percent, said they were not prepared at all.

Of the respondents, 195 were journalism majors and 70 majored in other fields. Hollingsworth noted that of the 10 who thought their preparation was poor, four did not major in journalism, and of the three who said they had no preparation at all, two took no journalism courses in college.

Of the 195 journalism majors, 87.2 percent said if they had to do it over again they would major in journalism.

Asked which journalism course proved most helpful, the respondents split. Thirty-eight percent said reporting/writing, 10.3 percent said media law and 4.6 percent said basic editing.

Hollingsworth said the 70 respondents who did not major in journalism "appear to be doing well in their jobs and believe their college education at least adequately prepared them for their current careers."

"This finding," Hollingsworth said, "would seem to bolster the theory that no more than 25 percent of a journalism student's college courses should be in journalism, while the other 75 percent should be in the context of a broad liberal education."

Among other findings, 83 percent of the respondents worked on their college papers, and 54 percent worked on their high school newspapers.

More than 60 percent of the respondents said they had worked as interns for newspapers or other media. ☐

Newspaper Fund starts journalism school search service

The Dow Jones Newspaper Fund has begun a computerized college search service for high school students who are interested in studying journalism.

Students filling out college search questionnaires will receive a small list of journalism and mass communication schools meeting their criteria. Cost of the service is $5.

The questionnaire requires students to select six categories of information out of 15 provided and rank them in importance in choosing a college. The Fund's computer then scans 324 U.S. colleges offering a journalism/mass communications major to select the appropriate schools.

According to Fund Executive Director Thomas E. Engleman, a test of the questionnaire this summer involving 140 high school students revealed the number-one consideration was college cost. (Students are asked to indicate the maximum amount of money they can spend for one year of college.) Second was whether the school offered the particular subject major the student is interested in (news-editorial, magazines, advertising etc.).

Copies of the questionnaire were distributed in September to high school journalism teachers and school newspaper advisors. Additional copies may be obtained from the Dow Jones Newspaper Fund Inc., P.O. Box 300, Princeton, N.J. 08540.

Curriculum guide available

A new guide to using the newspaper to teach secondary-school science is available from ANPA Foundation.

Similar to previously published curriculum guides for secondary social studies, language arts and mathematics, the science guide may be purchased for $20 in camera-ready form from the Foundation, The Newspaper Center, Reston, Va.

Correction

In the September issue of presstime (p. 40), the Association of Schools of Journalism and Mass Communication was misidentified as the American Society of Journalism School Administrators. ASJSA and ASJMC were merged in 1984 into one organization carrying the ASJMC name. Presstime regrets the error.

Press licensing arguments heard

Free press representatives denounced the licensing of journalists in many Latin American countries—and other groups staunchly supported it—during a hearing in a landmark case before the Inter-American Court of Human Rights.

"My argument is a very simple one," said Leonard H. Marks, treasurer and legal counsel of the World Press Freedom Committee, speaking in opposition to licensing at the Sept. 5 hearing in San Jose, Costa Rica. "A licensed journalist is not free. The hand that gave him the license is the same hand that can withdraw the license."

But proponents said establishing criteria for who may work as a journalist helps to ensure that professional standards are maintained.

At issue before the court is the propriety of binding restrictions established by "colegios"—groups of journalists who have the right to set criteria for the practice of journalism. At least 13 Latin American countries have them.

The case stems from American journalist Stephen B. Schmidt's conviction in Costa Rica for practicing journalism without a license because he did not meet the colegio's qualification of graduating from the University of Costa Rica [presstime, Sept. 1985, p. 39].

The Sept. 5 hearing dealt mainly with the question of whether Costa Rican laws are compatible with the 1978 American Human Rights Convention. The convention held that everyone has the "right to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing, in print, in the form of art or through any other medium of one's choice."

ANPA, the American Society of Newspaper Editors and the Associated Press filed a brief in support of a free press. It was supported by the International Federation of Newspaper Publishers.

The brief concentrated on the human rights convention, stating, "If the journalists can only work if they are on a list approved by a government-created 'group,' then the system of representative democracy can be subverted to the loss of individual human rights, not only of the journalists, but of all the society."

Another brief was filed on behalf of the WPFC, the International Press Institute, The Newspaper Guild and the International Association of Broadcasting.

Marks, of the Washington, D.C., law firm of Cohn and Marks, emphasized in his remarks before the seven-member court that a person with a license "has a privilege that can be withdrawn. And if there is to be a basic right of free expression, there must not be a fear of losing one's livelihood. There must not be a fear that the long arm of government will be offended by what that person says, by what he thinks."

Taking an opposing view, the Costa Rican government said colegios are rooted in history. Government officials denied that regulatory measures imposed by such organizations lead to undue restrictions on working professionals.

Costa Rica's Colegio de Periodistas, the colegio of journalists, argued that "journalists who depend on the profession for their livelihood should be subject to professional control." It added that the organization's code of ethics is necessary to maintain journalistic standards.

That point was countered by German C. Ornes, director of El Caribe in Santo Domingo, Dominican Republic, and chief of the Inter American Press Association's Legal Committee. He said governmental legal restraints such as libel laws "impart responsibility to journalists after the fact," and that "such responsibility should not be forced on them before the fact by arbitrary licensing of a select group."

Another hearing may be held on compulsory membership of journalists in a professional organization.

Firms donate newsprint to La Prensa

Five U.S. newsprint producers are participating in a project to donate newsprint to La Prensa of Managua—the major opposition newspaper in Nicaragua.

Robert L. Bonaparte, vice president of Boise Cascade Corp. in Portland, Ore., said that in addition to his company, Bowater Inc., Garden State Paper Co., Publishers Paper Co. and Crown Zellerbach Corp. have agreed to supply newsprint to the Americares Foundation for shipment to the daily.

Bonaparte said his initial concern was the assurance of delivery to La Prensa. But he reported that the first shipment produced at Boise Cascade's DeRidder, La., mill was recently delivered and run on its press. The five suppliers have donated about 250 tons to the Nicaraguan paper, [presstime, Aug. 1985, p. 12].

Iowa papers to get ink tax refund

Iowa newspapers will receive five years of refunds of a now-defunct newsprint and ink tax under a negotiated settlement of a lawsuit. The tax was in effect for 13 years (1970-83).

The refunds will total between $4.3 million and $4.7 million, according to the lawyer who headed the negotiating committee on behalf of the newspapers.

"It's a fair settlement for the newspaper industry and the state," said Robert A. Van Vooren of Davenport, Iowa, who represents Lee Enterprises Inc. The Davenport-based company owns dailies there and in three other Iowa cities.

According to Van Vooren, about 30 newspapers will receive refunds. As of late September, all of them had filed a "proof of claim" of the taxes paid, and the state had begun audits, he said.

Another key part of the settlement leaves intact an exemption newspapers have had since 1970 from Iowa's retail sales tax.

A large chunk of the refund money will go to the former owners of The Des Moines Register, the state's largest daily. The newspaper was sold to Gannett Co. earlier this year.

R&T (Register & Tribune) Liquidation Co. will receive more than $1 million, according to Barbara M. Mack, its secretary and general counsel. Mack said the company's directors have said they will donate part of the refund to public projects.

The settlement grew out of lawsuits filed by the Register and Tribune Co. and other Iowa newspapers to obtain refunds. The Des Moines case was consolidated with several others to form a test case.

In late 1984, Judge Louis A. Lavorato of the state District Court in Polk County ruled that the newsprint and ink tax was unconstitutional and that the newspapers were due refunds.

At the same time, he ruled that the newspapers' exemption from the state's sales tax would have to end because it was enacted in conjunction with the newsprint and ink tax.

Subsequently, he asked the parties to negotiate a settlement that could be agreed to by all of the newspapers that had filed refund claims [presstime, July 1985, p. 65].

Under the settlement, the state agreed that the part of Judge Lavorato's order striking down the sales tax exemption be dropped. "In Iowa today, there is no tax on retail sales of newspapers," Van Vooren said.

R.I. court upholds ban on liquor prices in ads

The Rhode Island Supreme Court has upheld the constitutionality of a state law prohibiting media in the state from carrying liquor-price advertising.

In its 3-2 decision, the court affirmed a permanent injunction barring The Woonsocket (R.I.) Call from publishing any ads that contain liquor prices.

In a companion case, the court upheld 4-1 the constitutionality of a second law that prohibits holders of state liquor licenses from advertising alcoholic-beverage prices, even if the ads are run in out-of-state media. That case involved a Westerly, R.I., liquor store and The Day of New London, Conn.

The first case dates from 1975 when the Call ran a Massachusetts liquor store's ad that contained prices. The Rhode Island Liquor Association challenged the ad, failed to get a preliminary injunction against the Call but succeeded in obtaining a permanent injunction in November 1984. The Call appealed to the state Supreme Court.

That court based its Sept. 3 decision on the U.S. Supreme Court's opinion in the 1980 commercial free speech case *Central Hudson Gas & Electric Corp. v. Public Service Commission of New York.* According to the Rhode Island court, the Call case met the 1980 decision's four-part test for determining the validity of restrictions on commercial speech.

"The crucial question in this case . . . is whether the statute survives analysis under the third facet of the *Central Hudson* test," the court said. "Stated more specifically, does the price-advertisement ban directly advance the state's interest in promoting temperance and controlling the traffic in alcoholic beverages?"

The court concluded that it does. The Call has asked to reargue the case.

Mercury News, Cal/OSHA settle PCB dispute

In a settlement reached in early September, a California state agency dropped a citation it had issued in May 1984 to the San Jose Mercury News for failing to give its employees written notification of the presence of a polychlorinated biphenyl, or PCB, in their workplace.

The newspaper discovered the contaminant in its yellow ink [presstime, July 1984, p. 50]. PCBs are considered a potential human carcinogen by the U.S. Environmental Protection Agency, which limits their manufacture.

In turn, the newspaper dropped its appeal of a second section of the citation, issued by Cal/OSHA in September 1984, for not giving its employees any specific instructions concerning the PCBs found in the ink, such as precautions for handling. It also dropped its appeal of four other sections unrelated to the PCB incident. Cal/OSHA is formally known as the Department of Industrial Relation's Division of Occupational Safety and Health.

The division decided to drop its initial citation, issued pursuant to the state's workers' right-to-know law, because "after it was issued and we had additional information we were able to determine that the quantity (of PCB in the ink) was so low that it did not trigger the (notification) requirements," said A. Margaret Cloudt, Cal/OSHA staff attorney. Cloudt added that she also was told by members of her staff that the particular PCB isomer found in the ink was "insignificant as a health hazard."

The type of PCB in the ink was dichlorinated biphenyl. EPA's maximum allowable level for dichlorinated biphenyl is five times greater than that of other types of PCBs because it does not accumulate in the body and is less likely to stay in the environment.

The ink contamination was traced to the yellow pigment and, ultimately, to pigment supplier Magruder Color Co. of Elizabeth, N.J. Magruder was fined $457,500 by the U.S. Environmental Protection Agency for violations of the Toxic Substances Control Act [presstime, Sept. 1984, p. 33].

In late September, an EPA spokesman said that negotiations between Magruder and the government, which could lead to a reduced fine, were continuing.

BOC proposes direct-marketing service

The Bell Atlantic regional telephone company wants to enter the direct-marketing business, including telephone sales and direct mail, through a separate subsidiary and has submitted its proposal to the Justice Department for review.

The proposal is a request for a line-of-business waiver from terms of the antitrust consent decree that split the Bell monopoly. The department will make a recommendation to U.S. District Judge Harold H. Greene, who rules on waiver requests.

W. Terry Maguire, ANPA vice president/general counsel, said the telephone aspect of the direct-marketing proposal has "the greatest potential to run afoul of the ANPA-supported diversity principle" of any of the waivers requested by regional companies to date.

A waiver request was submitted by BellSouth to authorize it to enter the print media business—but not to publish a general interest newspaper.

Earlier, Southwestern Bell asked the Justice Department to review a similar request [presstime, Aug. 1985, p. 41].

In August, Greene approved waiver requests from Bell regionals to allow:

- Bell Atlantic, NYNEX and Southwestern Bell to enter the software business through separate subsidiaries
- NYNEX's and Bell Atlantic's operating companies to offer software services to unaffliated telephone companies. ☐

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TELECOMMUNICATIONS NOTES

- The Federal Communications Commission is conducting a major review of its regulatory policy on the provision of data processing and data communications services. The review has been dubbed **Computer III**.

In a notice of proposed rule-making, the FCC proposes "that a more realistic line be drawn between those offerings that will continue to be created under traditional regulatory approaches and those that are to be freed from them."

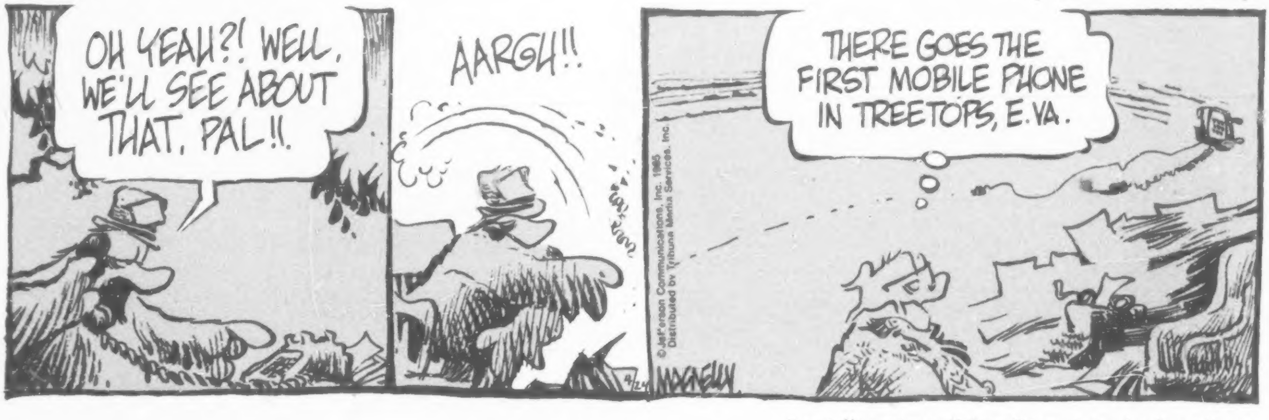
ANPA is examining the proposal's possible impact on telecommunications services used by newspapers and on electronic information services that some newspapers offer.

Comments in the proceeding are due Oct. 30 and replies Nov. 29.

- Knight-Ridder Newspapers Inc. has created what its says is the **first computer graphics network.** The network eventually will connect each of Knight-Ridder's 29 newspapers as well as other subscribers. The graphics can be retrieved from a central database.

'Shoe'

By Jeff MacNelly


OH YEAH?! WELL, WE'LL SEE ABOUT THAT, PAL!!
AARGH!!
THERE GOES THE FIRST MOBILE PHONE IN TREETOPS, E.VA.
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MACNELLY

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Speeches

David Lawrence Jr.

G. Barry Bingham Jr.

Thomas Winship

John Polich

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

The Role of the Ombudsman in Addressing Newspapers' Credibility Problem

David Lawrence Jr., publisher and chairman, Detroit Free Press. Organization of News Ombudsmen annual convention, Minneapolis, June 18.

Effects of Consumer Trends on Newspaper Advertising

Robert S. Goodale, president, Harris-Teeter Super Markets Inc., Charlotte, N.C. Mid-Atlantic Newspaper Advertising and Marketing Executives semiannual meeting, Charlotte, Aug. 17.

From the National Association of Black Journalists annual convention, Baltimore, July 31-Aug. 4:

Four Ways Publishers Can Encourage the Hiring of Minorities

G. Barry Bingham Jr., publisher and editor, The Courier-Journal and The Louisville Times

How Newspapers Can Become a More Vital Force in Everyday Life

Thomas Winship, inaugural fellow, Gannett Center for Media Studies, New York City, and former editor, The Boston Globe.

From the International Newspaper Advertising and Marketing Executives summer sales conference, Milwaukee, July 28-31:

The Future Is Now for Newspapers

INAME President John A. Wolf, senior vice president, Dallas Times Herald

National and General Advertising As We See It Today

John B. Parichy, vice president/advertising, The Philadelphia Inquirer; A. Dale Bowen, general advertising manager, The Virginian-Pilot and The Ledger-Star, Norfolk, Va.; and Mac Morris, vice president/national sales, Newspaper Advertising Bureau, New York City

Classified Advertising: Current Programs, Strategies and Future Opportunities

Herbert G. Barger, director/classified advertising, Houston Chronicle; and Eric Anderson, vice president/classified, NAB, New York City

Retail Advertising: Where the Opportunities Are

Edward H. Harrell, assistant general manager, Pittsburgh Press Co.; and Alfred Eisenpreis, vice president/ retail marketing, NAB, New York City

New Technology Applied to More Effective Marketing

Norman R. Kirk, advertising director, The Toronto Star; Dean R. Bartee, senior vice president/sales and marketing, San Jose (Calif.) Mercury News; N.S. (Buddy) Hayden, president, AD/SAT, Los Angeles; William S. Hensley, director/advertising sales, The Washington Post; Donald Barnes, manager/display advertising, The Baltimore Sun; and Charles M. Kinsolving Jr., vice president/marketing and new technology, NAB, New York City

Advertising Agency Direct On-line Ad Entry

Dean R. Bartee, senior vice president/sales and marketing, San Jose (Calif.) Mercury News

An Overview of Newspaper Advertising: The State of the Business, the Competition and Future Plans

Craig C. Standen, president, NAB, New York City

In Support of National Advertising Sales

John Polich, president, Simmons-Scarborough Syndicated Research, New York City.

10-year forecast: mostly sunny

BY CRAIG C. STANDEN

Charles Kinsolving, the Newspaper Advertising Bureau's vice president for marketing/new technology, recently told a group of newspaper advertising executives what he believes the media business and the media environment will look like in 1995.

I'd like to share some of his predictions with you, and in some cases add a comment or two of my own.

It certainly looks like we're in for an exciting 10 years. To begin, most authorities expect advertising expenditures will continue to increase more rapidly than the gross national product. More specifically, Charlie projects total U.S. ad revenues to increase from about $95 billion this year to $207 billion in 1985, while the daily newspaper segment will grow from $25-26 billion to $54 billion in the same period.

Daily newspapers' share of the total ad market will drop by 1 percent (from 27 to 26 percent) in that span, he predicts, but newspapers will still be the number one advertising medium. Our closest competitor, television, which has been increasing its share steadily since 1950, may actually lose share because of competition from cable-TV and videocassette recorders, and because of the "zapping" of commercials.

But while our share of the market won't change very much, the market itself will. Charlie sees a continuation of the change in daily newspaper ownership from families to newspaper groups—from 50 percent group-owned in 1970 to over 70 percent today and about 85 percent by 1995.

And that's not all. Newspaper companies are not only buying other newspaper properties but they are also increasingly diversifying into other media—radio, television, cable. At the same time, companies from other media are diversifying into newspapers. The FCC's recent relaxation of ownership restrictions for broadcast stations has intensified the trend toward media conglomeration all along the line.

"More and more merger deals will cross media lines resulting in a media industry where a handful of companies will control most of the media," he says. "By 1995, 90 percent of all communications assets will be in the hands of 15 major conglomerate companies."

He adds that these 15 companies won't all be "media companies" in today's sense of the word; for example, he expects AT&T and IBM to be among the 15.

Despite the concentration of ownership, the consumer of 1995 will be able to choose both information and entertainment from a far greater number of sources than are available today.

Sixty-five percent of U.S. households will have access to cable programming. In addition to these 67 million cable households, another 6 million homes will have satellite dishes. Both cable and satellite dishes represent possible pay-per-view audiences for such things as major sports events and first-run movies, and Charlie expects that pay-per-view will contribute $2 billion of cable's estimated total 1995 revenues of $28 billion.

Although there are currently 32 basic cable services and 12 pay services in operation, research shows that even when viewers have 100 channels available, they use only six or seven, and that includes commercial channels. Because of this, he predicts cable will shake out to about 20 basic services and perhaps six pay services.

The number of cable channels may decrease, but cable will grow as an advertising medium, with over $5 billion in advertising revenues by 1995. Cable's national advertising dollars most likely will come—as they do today—from a reallocation of TV advertising budgets. On the local level, however, cable will be in direct competition with newspapers.

With the establishment of local interconnects between systems, cable advertising sales people will be able to offer both national advertisers and local retailers coverage of geographic areas custom-packaged by towns, county or metropolitan area—or by specific ZIP codes or demographic characteristics. Newspapers will have to be ready to meet this competition.

In terms of consumer lifestyles, perhaps the biggest change of all in the next 10 years will be brought about by the videocassette recorder. VCRs, present in about 25 percent of U.S. homes, already have revolutionized home video by giving the consumer not only more viewing options, but also more control over when and how programs are viewed.

The pay cable industry has been hurt by the phenomenon. VCR owners are taking an average of 1.3 pay channels instead of two or three. VCR ownership may also be having an effect on moviegoing, and what affects moviegoing eventually will affect newspaper advertising.

By 1995, more than 70 percent of U.S. television households will own a VCR.

We don't know how these predicted changes will affect newspapers, either editorially or in terms of advertising. But I do believe that everyone in the newspaper business ought to be aware of the changes that are likely to occur, and ought to be thinking about what they might do to our business.

Next month, I'll bring you up to date on Charlie's forecast concerning home computers, telecommunications and electronic publishing. Meanwhile, if you'd like a copy of his talk, write to me and I'll send you the text. ☐

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Most Canadian dailies adopt ad units

Ninety-eight of Canada's 111 daily newspapers were expected to have changed their advertising formats to conform to the Canadian Newspaper Units system by the Oct. 1 implementation date.

All 95 of the nation's broadsheet newspapers will have changed to the six-column CNU advertising format, McLing Johnston, central sales manager, national for the Newspaper Marketing Bureau, reported in late September [presstime, June 1985, p. 19]. In addition, three of the country's 16 tabloid dailies will have changed to a five-column format as recommended for tabloids, she said.

Johnston noted that 10 of the broadsheet newspapers have adopted the six-column format for their classified sections, although the system was designed for display ads.

No precise figures were available for Canadian weeklies. Charles J.C.R. McKnight, director of the Presentation Bureau of the Canadian Community Newspapers Association, said "maybe 60 percent" of the approximately 800 English-language weeklies will have adopted the format as of Oct. 1, with the rest able to accommodate ads in CNU sizes. ☐

Progress made in Philadelphia at two strikebound dailies

A federal mediator scheduled a night meeting Sept. 25 between management of the two Philadelphia dailies and an independent mailers' union in what was characterized as an "all-out effort" to resolve a mailroom manning issue in a strike that closed the newspapers Sept. 7.

"We hope we are in the homestretch with the mailers on this difficult and intricate issue," said William W. Broom, vice president/public affairs of Philadelphia Newspapers Inc.

Another major strike—against the Chicago Tribune, which began July 18—also was continuing at press time with the newspaper maintaining publication and distribution.

In Philadelphia, agreements on non-economic issues had been reached by late September with all of the nine striking unions except the mailers, who are represented by the Newspaper & Magazine Employees Union. Economic issues had not been resolved.

The strike against The Philadelphia Inquirer (morning, circulation 519,621) and Philadelphia Daily News (evening, 284,253) was called by the Council of Newspaper Unions at the papers.

The 4,172 striking employees are represented by locals of the International Typographical Union, the Graphic Communications International Union, The Newspaper Guild, Teamsters, the International Association of Machinists and the independent mailers' union.

Sam S. McKeel, president of the newspapers, said at the beginning of the strike that most of the major issues "obviously affect not just this contract period but the future of the company." For example, the council's demand for a sympathy strike clause "would give unions the right to violate their contracts whenever they want to," he said. "There would be no value in even having a contract if that were the case."

Other non-economic issues cited by McKeel were union demands for manning levels and hiring by union officials instead of management.

The first economic proposal by the council prior to the strike was a demand for a $200-a-week wage increase and other benefits ranging from increases in time off to overtime pay for all vacations.

The strike is the second one at the newspapers this year [presstime, May 1985, p. 74].

The newspapers also had one-day strikes in 1982 and 1979, and a 23-day strike in 1977. Philadelphia Newspapers Inc. has suffered more strikes—11—since 1970 than any other U.S. newspaper operation, according to ANPA records.

The strike is having its effect on trade in Philadelphia. Donald C. Fair, vice president/communications for the Chamber of Commerce, said "Retailers are telling us this is hitting them at a very critical time," with back-to-school and other sales in progress, he said.

The real-estate, job-recruitment and entertainment businesses also are "hurting quite a lot," said Fair, who noted that visits by a "West Side Story" touring company and by an ice-skating troupe headed by former Olympian John Curry had been canceled because the two shows rely heavily on newspaper advertising.

A 16-to-20-page tabloid called the Philadelphia Press began appearing in the city Sept. 19. It is being published by a former editor at the now-defunct Philadelphia Bulletin.

In Chicago, negotiations are continuing with three unions representing printers, pressmen and mailers [presstime, Sept. 1985, p. 54]. The Tribune has placed "help wanted" ads in trade journals seeking offset press operators and offering minimum salaries of $535 a week. Otherwise, "It's pretty much business as usual," said spokeswoman Ruthellyn Roguski.

—Clark Newsom

ADELPHIA DAILY
NEWS
STRIKE
STRIKE
RIKE
AILERS
ON
RIKE

G. Joe Grossmann, The Guild Reporter

Workers walk the picket line in front of the Inquirer and Daily News building in disputes over new labor agreements.

ITU president says union will take time to regroup

The five-member executive council of the International Typographical Union is back to the day-to-day business of running the union after devoting most of its time in recent months to debating the wisdom of merging with the Teamsters. That issue was put to rest when the membership rejected the proposed merger by a 2-to-1 margin.

"We need a little time to regroup," ITU President Robert S. McMichen said. "Once we're confident we've cleared the decks of any lingering problems and have everything operating smoothly, we're going to get back to the table and work out the kind of merger that ITU members want and need."

No merger activity is expected for the remainder of the year for that and several other reasons. For one thing, October is the ITU's traditional time to hold area conferences for its members. This is the first year in recent history that a union-wide convention has not been held, and the area conferences have taken on new importance. (The next convention, which is now a biennial event, is scheduled for Aug. 8-15, 1986, in Hershey, Pa.)

The most often mentioned merger partner for the ITU, the Graphic Communications International Union, also is tied up in internal matters. The GCIU will be electing a new president in December. (See box, above right.)

Another upcoming event is the biennial AFL-CIO convention Oct. 28-31 in Anaheim, Calif., which will be attended by McMichen and four other ITU delegates. It is expected that some groundwork will be done there for future merger discussions. AFL-CIO President Lane Kirkland has pledged that the federation will "continue to assist the ITU to maintain the high standard of representation of its members who face a time of challenge and change in the publishing industry."

The certified results of the ITU-Teamsters merger vote have not been announced by the American Arbitration Association, which handled the distribution and counting of ballots [presstime, Sept. 1985, p. 53]. The preliminary tabulation Aug. 27 showed the merger was rejected 34,234 to 17,547. Nearly 3,000 additional votes were challenged, mainly by pro-Teamsters observers, and were not counted immediately. The challenged ballots were far insufficient in number to affect the outcome.

Douglas W. Grey, president of Toronto Typographical Union No. 91, said his members voted 824 to 68 against the merger and that the courtship between the ITU and Teamsters is over—at least for the time being. "It may raise its head again if we're unsuccessful in merging with another organization, but that would be well into the future," he said.

Those who were in favor of the merger blame their defeat on the large number of ITU retirees who voted against it. The retirees comprise nearly 50 percent of the union's 74,000-person membership. As of Dec. 1, 1984, the union had 40,518 working members, 26,340 of them at newspapers.

The Teamsters issued a statement saying the vote indicated that the "active working membership of the ITU cannot determine the future of its own union."

In another ITU development, hearings before Arbitrator Joseph M. Sarnoff on the discharge of former international representatives and employees was rescheduled for Oct. 1-3 in Washington, D.C. [presstime, July 1985, p. 60]. ☐

ITU Review

American Arbitration Association employee checks some referendum ballots.

Norton named acting GCIU president

James J. Norton became the acting president of the Graphic Communications International Union Aug. 29, succeeeding Kenneth J. Brown.

James J. Norton

Norton said he will stand for election in December to complete the term that runs to June 1988. He is expected to be unopposed.

Norton, who once worked as a photoengraver at The Boston Globe, was secretary-treasurer of the Graphic Arts International Union before that union merged July 1, 1983, with the International Printing and Graphic Communications Union. He has been the GCIU's financial/recording secretary since the merger.

The acting president, like his predecessor, is an advocate of "one big union" in the printing industry.

Brown announced his retirement last May [presstime, June 1985, p. 88].

Globe newsroom votes for Guild

Newsroom employees of The Boston Globe recently voted 110-3 to affiliate with The Newspaper Guild.

The employees previously were represented by the American Federation of News Writers, Reporters and Editorial Workers Union No. 21432, a directly chartered AFL-CIO union. The election was supervised by two representatives of the AFL-CIO, which encouraged its local to affiliate with the Guild.

The Guild already represents advertising, business and circulation employees at the newspaper. ☐

Recent contract settlements

Atlanta Constitution and Journal, ITU: Three-year agreement covering mailroom employees; retroactive to July 1, 1984.

Detroit Free Press, GCIU, Guild, ITU: Four three-year agreements covering composing room, pressroom, mailroom and editorial and commercial employees; retroactive to June 18, 1984.

Milwaukee Journal and Sentinel, Guild: Initial one-year agreement covering editorial employees; retroactive to July 28, 1985.

(Details in October 1985 ANPA Labor & Personnel Relations Letter)

Federal judge modifies award in Newark wage dispute

A federal judge has modified an arbitrator's award in a wage dispute between The Star-Ledger of Newark and Typographical Union No. 103.

The company had filed the suit to either vacate or modify Arbitrator Howard M. Golob's award granting union members a 1984 wage increase of $63.93 per week. U.S. District Judge Dickinson R. Debevoise reduced that amount to $46.64.

The labor agreement between the Star-Ledger and the union provided that the 1984 increase would be based on the average increase received by members of New York City Typographical Union No. 6 working at The New York Times, the Daily News and the New York Post. Each of those papers had agreed to a $38 increase, and in the case of the Times, a $25.93 early-signing bonus was tacked on.

In its appeal to U.S. District Court, the company contended that the award was "irrational and frivolous" because the arbitrator did not, in accordance with the labor agreement, average the increases received at the New York papers but rather awarded the full increase [including the early-signing bonus] received by employees of the Times.

Judge Debevoise noted that courts have a "very limited" role in reviewing arbitration awards. He pointed out that courts do not examine the merits of an award but instead are limited to confirming that an award "draws its essence" from the labor agreement; is not tainted by fraud, partiality or other misconduct on the part of the arbitrator; does not violate a specific law; is not too vague; and is consistent with public policy.

Debevoise said that the arbitrator "seemed to conclude" that of the employees represented by Typographical Union No. 6, only those at the Times received a wage increase, and that the Star-Ledger employees were therefore entitled to the full amount of the Times pay hike. "I find this reasoning to be erroneous," the judge said, "and in manifest disregard of the unambiguous language" of the labor agreement.

Debevoise ruled that the proper increase for Star-Ledger employees was the average of the three wage increases—$38 plus $38 plus $63.93 divided by three, or $46.64.

"I fully recognize that in order to disturb an arbitrator's award a court must overcome a strong presumption in favor of the award," Debevoise said. "However, the standard for review of an arbitrator's award discussed earlier provides for such disturbance where the arbitrator has displayed a manifest disregard for the contract he is asked to interpret."

The union has appealed Debevoise's ruling to the 3rd U.S. Circuit Court of Appeals.

(Newark Morning Ledger Co. v. Newark Typographical Union, USDC NJ Civil 85-1089)

Massachusetts court upholds firing at Christian Science Monitor

The Massachusetts Supreme Court has upheld The Christian Science Monitor's right to fire a writer because of her refusal to seek "healing" of her homosexuality.

The Boston-based Monitor is published by the Christian Science Publishing Society, which is owned by the First Church of Christ, Scientist. [See story, p. 12.]

The court found that the newspaper is an activity of the church. Therefore, the court ruled, the Monitor was within its rights in firing Christine Madsen in January 1982 because of its constitutionally protected freedom of religion.

The decision to fire Madsen because of her sexual preference "can only be construed as a religious one, made by a church as employer," the court said.

But the court said Madsen could pursue a new hearing on several other "tort" claims, including defamation, invasion of privacy and infliction of emotional distress.

In a 1983 case, a U.S. District Court dismissed a suit by a job applicant who charged that the Monitor discriminated against him because of his religion. In that case, the court found that the newspaper is exempt from regulation under Title VII of the Civil Rights Act of 1964 [presstime, March 1983, p. 46].

Court rejects 'comparable worth' in AFSCME case

A lower-court ruling that sided with the concept of "comparable worth" has been overturned by a three-judge panel of the 9th U.S. Circuit Court of Appeals.

U.S. District Court Judge Jack E. Tanner had ruled in 1983 that Washington state discriminated in compensation on the basis of sex when it paid less for predominantly female jobs than for predominantly male jobs requiring equivalent or lesser skills [**presstime**, March 1985, p. 24].

The class action suit affecting about 15,500 workers had been brought by the American Federation of State, County and Municipal Employees.

"Neither law nor logic deems the free market system a suspect enterprise," the appeals court said. "Economic reality is that the value of a particular job to an employer is but one factor influencing the rate of compensation for that job. Other considerations may include the availability of workers willing to do the job and the effectiveness of collective bargaining in a particular industry."

Title VII of the Civil Rights Act of 1964 does not obligate the state to eliminate "an economic inequality which it did not create," the court said.

AFSCME said it will appeal the ruling to the U.S. Supreme Court unless the full 9th Circuit reconsiders the panel's unanimous decision.

In another setback for proponents of comparable worth, a Royal Commission in Canada said that moves toward the principle of equal pay for work of equal value should not be started until more research is done.

(American Federation of State, County, and Municipal Employees v. State of Washington, USCA9 Nos. 84-3569, 3590)

Nominated for NLRB

President Reagan has nominated James M. Stephens, 39, to be a member of the National Labor Relations Board for a term expiring Aug. 27, 1990.

Stephens has been labor counsel to the Senate Committee on Labor and Human Resources since 1981. Previously, he was associate minority labor counsel to the House Education and Labor Committee.

If confirmed by the Senate, he will fill the vacancy created by the resignation of Robert P. Hunter [presstime, Aug. 1985, p. 49].

NLRB judge finds creating position without bargaining violated act

The Cincinnati Enquirer is appealing an administrative law judge's ruling that the newspaper violated labor law by appointing a new deputy features editor without bargaining with the union that represents editorial department employees.

Two other rulings also are being appealed to the National Labor Relations Board.

Local 9 of The Newspaper Guild was certified Dec. 24, 1984, to represent the employees, who had previously been represented by an independent union.

Assistant features editors are included in the bargaining unit, and there were four of them in the "Tempo" department at the time the union was certified. One of the four subsequently left the department to become business editor. In March 1985, the company announced the appointment of a new deputy features editor—a supervisory position excluded from the Guild's bargaining unit.

The union complained that the company unlawfully had changed an assistant features editor's position in the unit to a supervisory position.

Administrative Law Judge John H. West agreed with the union that the creation of the deputy features editor's position without bargaining with the union violated the Taft-Hartley Act. He recommended that the board order the company to rescind the change and to bargain over any contemplated changes in the working conditions of employees in the unit.

In the two other complaints, West found the company had violated the act by denying the Guild access to office mailboxes for the distribution of union material, and by changing the wire editor's duties. He recommended that the company be ordered to reimburse the Guild for postal expenses and to "make whole" any unit employee who lost wages as a result of changes in the wire editor's job.

(The Cincinnati Enquirer Inc. and The Cincinnati Newspaper Guild, JD-268-85) ☐

Court overturns jury's damage award in age-bias case

The 4th U.S. Circuit Court of Appeals has overturned a federal jury's award of $149,000 to a former circulation department district manager of The Daily Press of Newport News, Va.

James B. Bristow, who was 64 when he resigned from the company in 1981, sued his former employer under the Age Discrimination in Employment Act. A U.S. District Court jury found that the company had forced his resignation [presstime, Aug. 1984, p. 51].

Reversing the jury verdict, the appeals court said Bristow "demonstrated little more than job dissatisfaction, which will not support a constructive discharge claim." A "constructive" discharge occurs when "an employer deliberately makes an employee's working conditions intolerable and thereby forces him to quit his job," the court noted.

"Every job has its frustrations, challenges and disappointments; these inhere in the nature of work," the court added. "An employee is protected from a calculated effort to pressure him into resignation through the imposition of unreasonably harsh conditions, in excess of those faced by his co-workers. He is not, however, guaranteed a working environment free of stress."

At most, the court said, Bristow experienced problems in managing his district, but no "reasonable person" would have found the job intolerable, because the problems faced by Bristow were not unique to circulation work. His resignation was due to nothing more than "universal workaday frustrations," the court concluded.

(Bristow v. The Daily Press Inc., USCA4 Nos. 84-2021[L], 84-2039) ☐

NLRB election policy upheld

A federal appeals court has upheld the NLRB's return to a rule that misleading statements made during an organizational campaign will not be grounds for setting aside a representation election unless they involved forged documents or claims that the board was partial.

The 9th U.S. Circuit Court of Appeals ruling came in a case involving Best Products Co.'s Campbell, Calif., facility, where the United Food and Commercial Workers' union won an election.

The company sought to have the election overturned on grounds that the union made misrepresentations about wages at a unionized competitor of Best. The union also alleged that Best had threatened to close its facility if the union won the election.

The NLRB dismissed the company's objections to the election, relying on its 1982 decision in another case, *Midland National Life Insurance Co.* The court affirmed that the so-called *Midland* rule was a rational interpretation of the Taft-Hartley Act and that the board had correctly applied the rule in Best's case.

(NLRB v. Best Products Co. Inc. USCA9 No. 84-7645) ☐

NLRB election

Spokane Chronicle and Spokesman-Review, ITU: Part-time mailroom employees voted 20-1 in favor of becoming part of an existing bargaining unit of full-time journeymen and apprentices represented by Mailers' Union No. 91.
(NLRB Case No. 19-RC-11223)

Deliverer ruled not an employee

The Michigan Employment Security Board of Review has upheld the position of The Mining Journal of Marquette that a rural-route delivery driver was not an employee for purposes of unemployment compensation entitlement.

The board noted, among other things, that the claimant provided his own transportation, never received a bonus or holiday pay, and was free to add or delete customers.

The board also noted that the newspaper did not maintain any records pertaining to rural drivers because they were not considered employees. "The record establishes that (the) employer exercised minimum control over the claimant's work," the board said.

The claimant was expected to deliver the newspaper to subscribers prior to 5 p.m. on weekdays and 8 a.m. on Saturdays. However, the board noted, he was given "considerable latitude" in his starting time.

The board's decision reversed a referee's ruling. ☐

Goss finds cause and solution to cracked press folders

A design defect in Goss 3:2 press folders has prompted the manufacturer, Graphic Systems Division of Rockwell International Corp., to issue a warning and precautions to its customers. The company said the problem poses "a serious potential safety hazard" in that segments of defective folders can break off during high-speed press runs.

The problem with the defective folders is serious not only because of the obvious physical threat to personnel but also because a crippled folder potentially can bring a press to a standstill.

Two defective folders have thrown metal, according to Les A. Kraft, Goss vice president and general manager, and serious cracks have been found in 34 other installations.

In a series of letters, Goss advised customers with the 3:2 folders to:

- Conduct metallurgical tests on the devices
- Slow down the presses to 50,000-55,000 copies per hour if cracks were detected
- Install metal guards around portions of the defective folders.

Goss has instituted a program whereby folders with serious cracks will be replaced and those with minor or no cracks will be modified at no cost to the customer. The firm said it will also reimburse newspapers for the cost of the metallurgical tests.

The problem with the folders first surfaced in June at The Oregonian in Portland, Kraft said, where serious cracks were detected in the paper's 3:2 folder. Within two weeks, folders at The Boston Globe and The Orange County Register in Santa Ana, Calif., threw off pieces of metal.

Goss officials originally believed the incidents were isolated, Kraft said, but replacement orders for existing folders raised suspicions. "We've never replaced a folder" in the 28 years since the 3:2 device was designed, he said. (A 3:2 model yields three folded copies of a newspaper for every two revolutions of the folder.)

Subsequent tests at other newspapers confirmed that the problem was more widespread. In July, the firm sent out the first of the letters to its customers.

To date, 58 percent of the 720 existing 3:2 folders in use have been tested, Kraft said, with 34 of them showing "critical cracks." Although the folders range in age from 18 months to more than 25 years, "the majority of the cracks have been found in folders less than 10 years old."

The exact cause of the problem remains a mystery, but Kraft said evidence gathered thus far points to three suspects:

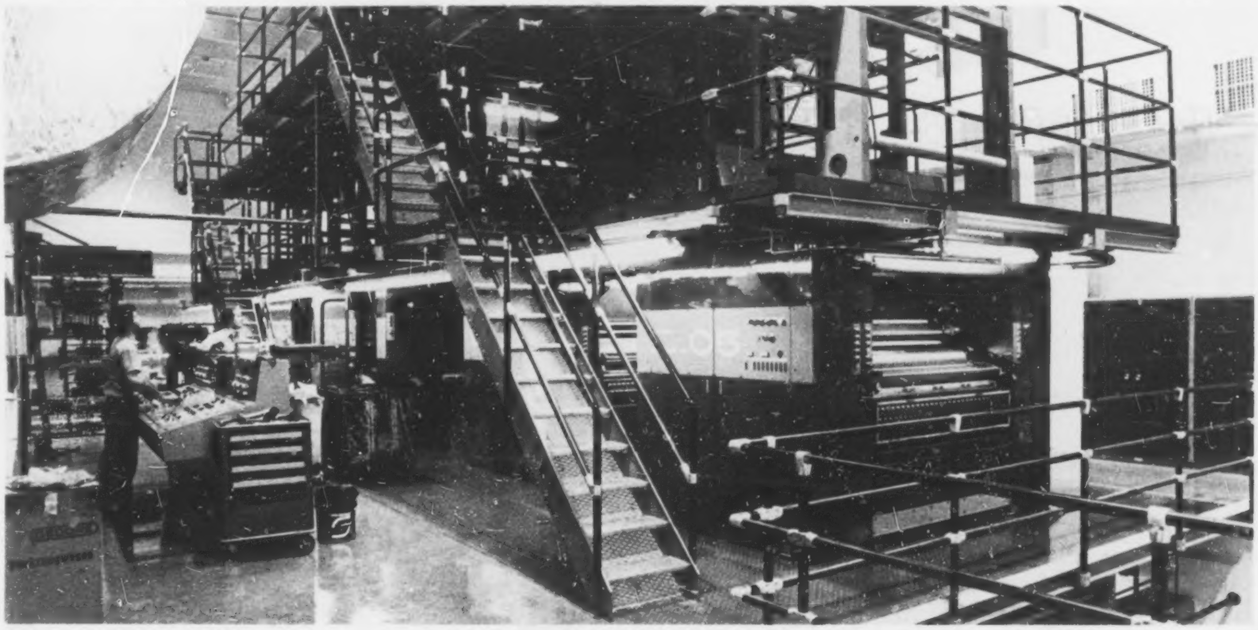
- The larger size of the newspaper products the folders must handle
- The high speeds of newer presses
- The folder jams caused by water-dampened newsprint.

Kraft said the bulk of the problems with the folders has been at larger metropolitan newspapers.

"The plants in which the cracks have been found are the fastest, hardest-running with the largest products," he said.

The progam of testing and replacing defective folders is continuing, Kraft said, adding, "If our estimates (on the number of defective folders) are correct, we could have this behind us within a year."

—Paul Kruglinski



On Sept. 16, the Herald-Telephone of Bloomington, Ind., became the first North American newspaper to be printed with a Koebau Express 50 offset newspaper press. The five-unit, $3.9-million press was made by Koenig & Bauer AG of Wuerzburg, West Germany.

Moving dampener motors solves problems on press

There's always room for improvement, as the saying goes. This is especially true on machinery as complex as newspaper presses. Oftentimes, newspaper mechanics must alter press designs slightly to correct engineering oversights by the manufacturer.

Such was the case at The Columbian in Vancouver, Wash., where mechanics changed the orientation of the dampener motors to solve some production problems on the daily's six-unit Goss Metro offset press.

The Columbian's is an early model Metro with an arch dampening system. The system's motors were originally mounted in a horizontal position under the press control console, said Ray Maly, vice president/operations. The horizontal position caused several problems:

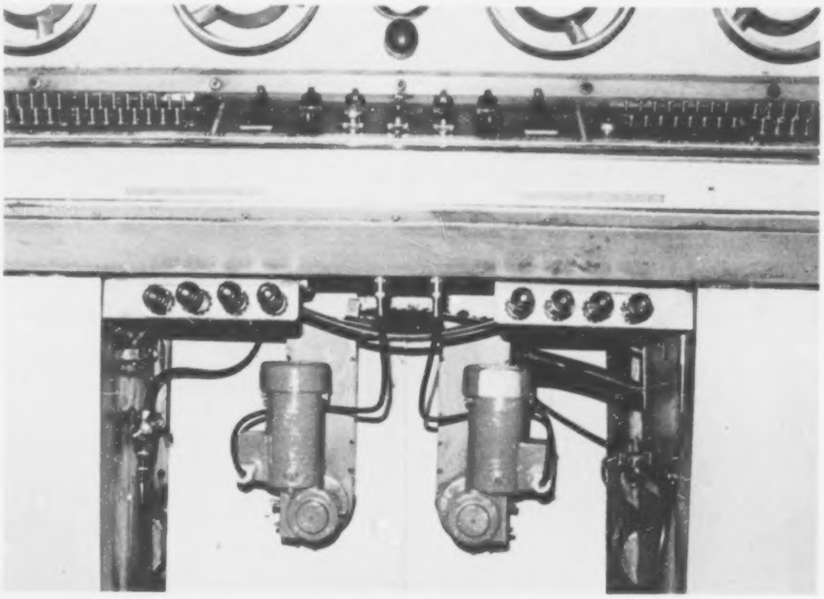
- The motors would stop regularly because of gearbox oil contaminating the armature and field windings.
- Charred oil in the windings caused the motors to overheat and short-circuit.
- The pressmen had difficulty checking one of the motor's brushes because its position was obscured.
- Brushes were difficult to remove.

To solve these problems, The Columbian's mechanics merely rotated the motors and brushes 90 degrees, Maly said. They also designed and installed a new mount that enabled the motors to be dropped into the arch opening, and they wired the motors with quick-disconnect plugs to facilitate their being changed.

With the motors in a vertical position, gearbox oil cannot contaminate the armature and field windings, he said. Consequently, the motors no longer overheat. The time needed to check motors has been reduced from as much as seven hours to two hours. And the time required to change a motor was reduced from one hour to five to 10 minutes.

"These changes have decreased brush wear, motor overheating, frequency of maintenance and replacement of [power supply] panels," Maly said. "The cost of this modification to The Columbian was approximately $5,400 for all six units."

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative ideas. Send submissions to Alan Tepper, Technical Services Department, at The Newspaper Center in Reston, Va. ☐



The vertical dampener motors are now positioned out of harm's way.

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New brakes improve small press operations

Smaller newspapers have borrowed a press-brake technology developed for newsprint mills to improve the operation of their Goss Community, Suburban and Urbanite offset presses. The new, non-asbestos brakes allow the presses to run safely at much higher speeds than their original design.

The brake, called the Green Gripper Brake Block, is designed to replace the wooden brake blocks that are standard with the smaller Goss presses, according to Gordon Etchell, president of Pathfinder Graphic Associates Inc. of Justin, Ill.

The press brakes are needed to apply tension to the webs to control them as the press is being run.

The brakes are more important than ever today because advances in technology have increased press speeds. Originally, the Goss Community was designed to produce 8,000 copies per hour, Etchell said, but today these same presses can operate at 30,000 cph.

"The design of the (wooden) brake, however, is unchanged," he said. Consequently, the faster presses frequently encounter problems controlling the webs, increasing the risk of wooden blocks catching fire and requiring more frequent replacement of those blocks.

About three years ago, Pathfinder developed the concept for the Green Gripper but had difficulty finding the correct materials to use, Etchell said. "We were looking for the right material to do the job."

The firm contracted with Scan-Pac Manufacturing Co. of Mequon, Wis., to make a new brake block composed of fiberglass and metal chips of bronze and zinc. Scan-Pac uses similar material to make the brakes for the rewind machines at newsprint mills.

The Green Grippers maintain their friction level even when heated to high temperatures, Etchell said.

The fiberglass and metal-chip brakes cost more than wooden ones ($30 versus $7), he said, but they last longer. Typically, a wooden brake used three shifts per day might function for four to six months, he said. "We would expect a normal life of two to three years" for the Green Gripper operating under similar conditions.

The Green Gripper Brake Blocks are not supposed to squeal like wooden brakes, but some newspapers said they can squeal just as badly. However, the newspapers currently using Pathfinder's brake blocks are pleased with their performance.

"We were wearing out our wood (brakes) pretty quickly," said Larry Appleby, Community pressroom foreman for Phoenix Newspapers Inc. "These are definitely better than wood as far as wear."

Darrell A. Shoemaker, pressroom foreman for The Grants Pass (Ore.) Daily Courier, said the blocks "brake very well" and "don't give off the odor of some competitor's blocks."

Like other pressroom supervisors, Shoemaker finds the relative safety of the materials used to make the blocks a source of comfort. "That's something we have to be concerned with these days," he said. ☐

TECHNOLOGY CALENDAR

- **Web Tech U.S.A.**, a conference on web lithography, will be Oct. 2-3 at California Polytechnic State University, San Luis Obispo, Calif.
- **The International Newspaper Conversions Group** will meet Oct. 16-18 at the Vista International Hotel, Kansas City, Mo.
- **Gutenberg International**, a graphic arts show, will be Oct. 17-19 at the Convention Center, Washington, D.C.
- **Typetronics '85**, a National Composition Association conference on text processing and typesetting, will be Oct. 21-22 at the Washington Plaza Hotel, Washington, D.C.
- The Poynter Institute for Media Studies will hold a **conference on color in newspapers** Oct. 22-25 in St. Petersburg.
- The **Society of Photographic Scientists and Engineers** will hold a symposium on prepress technology Nov. 19-21 at the Marriott Crystal Gateway Hotel in Arlington, Va.
- **Digital Equipment Computer Users Society (DECUS)** will meet Dec. 9-13 at the Disneyland Hotel, Anaheim, Calif.

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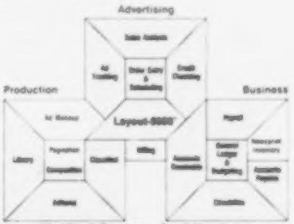

Unified System Architecture

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Correction

The July issue of presstime misidentified Steve Schuster of Chemco Photoproducts Co. He is vice president/marketing. Presstime regrets the error. Chemco also notes that its marketing agreement with ECRM, reported in the July issue, is exclusive to the newspaper business in the United States. ☐

Offset papers gain in share of newspaper circulation

Offset presses are printing an increasingly larger share of U.S. daily newspaper circulation.

According to statistics compiled by ANPA, nearly 55 percent of all copies of U.S. dailies are being printed this year by offset. This compares with 36.6 percent in 1978. Offset passed the 50-percent mark four years ago [presstime, Dec. 1982, p. 41].

However, the newest figures indicate that many larger circulation newspapers still find letterpress a viable printing process. While 34.6 million copies of newspapers are printed by 1,385 offset dailies, 22 million newspapers are printed by 275 letterpress operations. (See charts.) ☐

Circulation of U.S. daily newspapers by printing category

	Circulation	%
Offset	34,637,654	54.98
Letterpress	22,087,420	35.06
Letterpress and offset	6,270,334	9.95
Total	62,995,408	99.99*

*Does not equal 100 percent because above figures are rounded off.

Offset and letterpress printing at U.S. daily newspapers

Circulation (thousands)	Offset	Letterpress	Letterpress and offset	% Offset	% Letterpress	% Letterpress and offset
0-5	221	4		98.22	1.78	
5-10	419	8	1	97.89	1.87	0.23
10-15	235	13		94.76	5.24	
15-20	149	17	1	89.22	10.18	0.6
20-25	83	17		83.0	17.0	
25-30	59	18		76.62	23.38	
30-35	44	16		73.33	26.67	
35-40	35	19	1	63.64	34.55	1.82
40-45	28	16	1	62.22	35.56	2.22
45-50	13	17		43.33	56.67	
50-75	41	57	3	40.59	56.43	2.97
75-100	18	14	1	54.55	42.42	3.03
100-125	9	16	4	31.03	55.17	13.79
125-150	5	16		23.81	76.19	
150-200	6	9	1	37.5	56.25	6.25
200-250	6	6	6	33.33	33.33	33.33
250-300	5	3	1	55.56	33.33	11.11
300-350	1	3	1	20.0	60.0	20.0
350-400			2			100.0
400-500		1	3		25.0	75.0
500-600	1	2	1	25.0	50.0	25.0
600-700	2	1		66.67	33.33	
700-800	1		1	50.0	50.0	
800-900						
900-1,000	1	1		50.0	50.0	
1,000	3	1		75.0	25.0	
Total	1,385	275	28	82.05	16.29	1.66

Source: ANPA, *1985 Editor & Publisher YearBook*

London's Daily Mail to print flexo

The Daily Mail of London will become the largest-circulation newspaper in the world to be printed flexographically if negotiations with printing unions and for land to build a new printing facility are successful.

Associated Newspapers Group, publisher of the 1.9-million circulation daily, has entered into a preliminary agreement with Koenig & Bauer AG of Wuerzburg, West Germany, and Windmoeller & Hoelscher of Lengerich, West Germany, for eight presses with an option for two more. Each press will consist of four units, one color deck and one four-color satellite unit with a production capability per press of 64 pages in a straight run.

The presses will be engineered so that they can be run as true flexography newspaper presses using water-based inks or as traditional letterpress presses using oil-based inks.

Installation will begin next year. ☐

The Lovington (N.M.) Daily Leader recently retired its 1957-model Gemco Vanguard press, the third offset press at a U.S. newspaper and the last of the original models used. It was installed at the family-owned newspaper just before current Publisher John D. Graham (above), 26, was born.

Transportation

UTU may strike U.S. rails this month

Barring a settlement or congressional action, the United Transportation Union could strike U.S. railroads when a 60-day cooling-off period expires Oct. 29.

A strike was averted in August by President Reagan's appointment of a special emergency board, which automatically put the cooling-off period into effect.

The President has no authority under the Railway Labor Act to prevent a strike after that period. Legislation would then be needed to prevent a walkout.

The UTU in August rejected arbitration by the National Mediation Board [presstime, Sept. 1985, p. 60]. In late July, the union turned down a tentative contract reached in June with the National Railway Labor Conference, the bargaining arm for management.

Meanwhile, mediators continue to hold talks with 12 other U.S. rail unions. A new three-year labor contract between the UTU and Conrail, which extends through June 1988, has been ratified.

In Canada, the two principal railroads also are facing labor problems because their talks with the nation's unions have broken down. Negotiations between the railroads—privately owned CP Rail and government-owned Canadian National Rail—and the unions are in the conciliation stage.

If the parties are not able to reach agreement, the Canadian Labor Code has a requirement that before a lockout or strike could occur, certain steps must be exhausted, including requesting conciliation. This could take from 60 to 90 days from the time conciliation is requested.

Conrail sale falters

The proposed sale of the federal government's 85 percent share of Consolidated Rail Corp. to the Norfolk Southern Corp. for $1.2 billion has been stalled by a variety of factors: government inertia, a rival offer from investors organized by Morgan Stanley & Co. and opposition from Conrail's management, and unions, several other railroads and some states. Antitrust questions are the central stumbling block.

Norfolk Southern said recently that if there is no "substantial progress" by the end of the year, it would consider withdrawing its offer.

Newsprint

Price hikes still stalled

Attempts by newsprint mills to raise their prices continue to fail.

The newsprint glut, which experts say is responsible for the price stability, has forced some companies to close several of their mills temporarily. Also, many newsprint companies are continuing to offer sizable discounts, with Western mills being the latest to do so.

So far this year, the suppliers have made seven unsuccessful attempts to raise prices above the current, predominant price of $535 per metric ton. The latest occurred in August when Abitibi-Price Inc., Champion International Corp., Kimberly-Clark Corp., Bowater Inc. and other manufacturers informed their customers that prices would not be increased Sept. 1 as scheduled [presstime, Aug. 1985, p. 58].

Unlike previously announced postponements, this one did not carry with it a future price-hike date.

"The earliest there can be an effective price increase is the second quarter of next year," said Brian F. Topp, a forest products analyst with the Toronto brokerage firm of Bell Gouinlock Ltd. "It's conceivable it may be longer than that."

Topp said the currencies of some foreign countries that supply newsprint to North American markets soon may be devalued, which along with other factors could add pressure to keep prices at $535 per metric ton. In fact, Topp believes the base price may decrease to $500.

"The longer you go on with the market conditions that exist today," he said, "the more difficult it will be to raise prices."

Research group adds biotechnology wing

The Pulp and Paper Research Institute of Canada, a research group for the forest products industry, has added a new wing dedicated to biotechnology research to its main laboratory in Pointe Claire, Quebec.

The staff of the new 10,000-square-foot facility will seek to improve the properties of pulp by treating it with enzymes derived from fungi, according to Henry I. Bolker, PPRIC's director of research. Because of the delicate work involved in enzyme research, he said, the new wing was needed.

"Biotechnology requires some special equipment and facilities," Bolker said.

Laboratory experiments have proved that enzymes can be used to improve the color of the discharge from kraft pulp mills and to strengthen and brighten pulp fibers, Bolker said. But scientists know little about how these enzymes actually work or about the basic chemistry of pulp. The five scientists among the 12-member staff at the new facility will be working to answer these questions, he said.

"That's why we're establishing this research program now," Bolker added. "We have a long way to go, and we're not looking for answers tomorrow."

Although the term "biotechnology" has been applied to the facility's activities, in fact PPRIC was working in the discipline long before that term became a "buzzword." Its researchers have succeeded in fermenting waste liquor from the pulp and paper manufacturing process to yield yeast and alcohol and in cleaning byproducts out of effluents discharged from mills.

The Canadian federal government provided $2 million to build the facility. PPRIC's operating expenses are paid by its 60 member companies.

NEWSPRINT NOTES

- The Graphic Communications Association, an affiliate of Printing Industries of America, has published "Specification EMBARC, Electronic Manifesting and Bar Coding of Paper Stock Shipments."

The book provides information on recently established **EMBARC standards,** to which ANPA contributed [presstime, April 1985, p. 56].

The book is available to non-PIA members for $120 per copy ($60 per copy for orders of 50 or more) from the Graphic Communications Association, 1730 N. Lynn St., Suite 604, Arlington, Va. 22209-2085.

- Technidyne Corp., a manufacturer of newsprint instrumentation based in New Albany, Ind., will conduct a **seminar** Oct. 22 on "measurement and control of the optical properties of newspapers" at the Sheraton International Conference Center in Reston, Va.

A tour of The Newspaper Center, two blocks from the Sheraton, will follow.

There is no charge or preregistration.

Newsprint being used by newspapers at record pace

U.S. daily newspapers appear to be on their way to setting a new record in annual newsprint consumption.

For the eighth straight month of 1985, they used more newsprint in August than they did in the same month a year earlier.

According to preliminary estimates, consumption was 703,110 metric tons—up 2.6 percent from August 1984. This brought the year's total to more than 5.6-million tons, an increase of 4.1 percent from the same period in 1984, when newspapers over the 12 months consumed a record 8,531,857 tons.

In contrast, newsprint consumption by all U.S. users decreased 1.1 percent in August compared with August 1984. For the first eight months, consumption was 1.2-percent higher than for the same period last year.

Newsprint inventories of newspapers in ANPA's statistical sample at the end of August averaged 48 days—the same level as a year earlier.

The August operating rate for Canadian mills was 94 percent, and for U.S. mills it was 89.9 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	July 1985(r)	July 1984	% Change
Northeast	163,157	153,979	+6.0
North Central	143,526	139,679	+2.8
South	214,594	211,596	+1.4
West	151,304	157,113	-3.7
Circulation size			
up to 25,000	56,766	44,163	+28.5
25,001-100,000	136,581	116,571	+17.2
Over 100,000	479,234	501,633	-4.5
July totals	672,581	662,367	+1.5
Seven-month totals	4,943,315	4,739,533	+4.3
Region	**August 1985(p)**	**August 1984**	**% Change**
Northeast	169,937	161,301	+5.4
North Central	149,781	148,600	+0.8
South	227,305	220,287	+3.2
West	156,087	155,259	+0.5
Circulation size			
up to 25,000	59,504	46,036	+29.3
25,001-100,000	143,274	123,901	+15.6
Over 100,000	500,332	515,510	-2.9
August totals	703,110	685,447	+2.6
Eight-month totals	5,646,425	5,424,980	+4.1

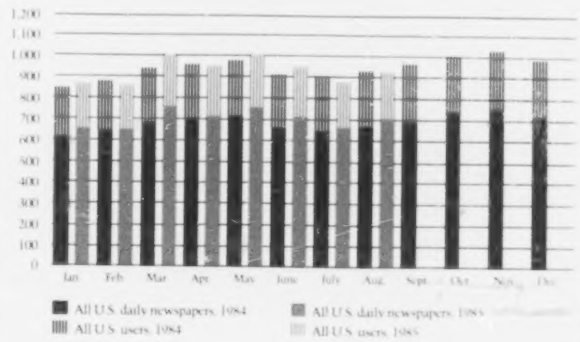
Estimated consumption of all U.S. users

	1985	1984	% Change
June totals	964,000(r)	916,000	+5.2(r)
July totals	891,000(r)	913,000	-2.4(r)
August totals	939,000(p)	950,000	-1.2(p)
Eight-month totals	7,502,000(p)	7,416,000	+1.2(p)

Production

	Canada	U.S.A.	North America
August 1985	767,149	414,007	1,181,156
August 1984	775,291	426,033	1,201,324
Decrease	-8,142	-12,026	-20,168
	-1.1%	-2.8%	-1.7%
Eight months 1985	6,059,558	3,316,834	9,376,392
Eight months 1984	5,979,305	3,377,694	9,356,999
Increase or decrease	+80,253	-60,860	+19,393
	+1.3%	-1.8%	+0.2%

Estimated newsprint consumption 1984-85 (thousands of metric tons)



Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
June 1985	930,211	45(r)	7
June 1984	872,610	40	8
July 1985	962,003	46(r)	6
July 1984	954,805	43	8
August 1985	971,587	43	5
August 1984	950,624	43	5
Canadian mills			
August 1985	389,799	--	--
August 1984	325,786	--	--
U.S. mills			
August 1985	85,493	--	--
August 1984	61,211	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
August 1985	566,396	81,733	94,006	742,135
August 1984	548,737	79,296	123,770	751,803
Eight months 1985	4,402,485	671,770	881,400	5,955,655
Eight months 1984	4,370,513	702,342	883,647	5,956,502
Increase or decrease	+31,972	-30,572	-2,247	-847
	+0.7%	-4.4%	-0.3%	-0.01%
From U.S. mills				
August 1985	390,674	----	21,344	412,018
August 1984	396,569	----	19,999	416,568
Eight months 1985	3,113,698	----	176,816	3,290,514
Eight months 1984	3,242,915	----	174,274	3,417,189
Increase or decrease	-129,217	----	+2,542	-126,675
	-4.0%	----	+1.5%	-3.7%
From North American mills				
August 1985	957,070	81,733	115,350	1,154,153
August 1984	945,306	79,296	143,769	1,168,371
Eight months 1985	7,516,183	671,770	1,058,216	9,246,169
Eight months 1984	7,613,428	702,342	1,057,921	9,373,691
Increase or decrease	-97,245	-30,572	+295	-127,522
	-1.3%	-4.4%	+0.03%	-1.4%

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[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Gannett moves to meet cross-ownership rules

Gannett Co.'s forthcoming sale of broadcast properties will remove any federal barriers to keeping its daily newspapers in Tucson and Pensacola, Fla., as well as The Detroit News, a newspaper it will acquire under a friendly agreement to buy the Evening News Association.

Gannett said it plans to sell several ENA broadcast properties, including a television station in Tucson, two radio stations in Detroit and a TV station in Mobile, Ala., whose signal reaches Pensacola. Because Gannett already owns the Tucson Citizen and The Pensacola News-Journal, it could have faced conflicts under federal rules banning cross-ownership of media in the same area.

ENA shareholders must approve the purchase.

During bidding for ENA [presstime, Sept. 1985, p. 61], Gannett emerged the victor Aug. 29 with its $717 million offer.

Federal cross-ownership rules recently led Capital Cities Communications to sell two New Jersey newspapers—The Daily Register of Red Bank-Shrewsbury and the semi-weekly Ocean County Reporter of Toms River—to Price Communications for $7.5 million. The newspapers are within the viewing range of a New York City television station that Capital Cities will own after completion of its purchase of ABC [presstime, April 1985, p. 11].

Other media companies affected by current cross-ownership situations include the New York Post, the Chicago Sun-Times and the Daily News of Los Angeles [presstime, June 1985, p. 94].

Also on the financial front:

- Shareholders of Multimedia Inc. Sept. 20 overwhelmingly voted for a $890-million recapitalization plan. The plan must be approved by a state court in Greenville, S.C.

If the court gives its approval, the Multimedia stock owned by Jack Kent Cooke, who made a bid for the company [presstime, Aug. 1985, p. 60], can be bought by MM Acquiring Corp.—the acquisition vehicle owned by senior managers and founding families.

Once that happens, MM Acquiring will then merge with Multimedia, said Donald J. Barhyte, chief financial officer of Multimedia. The new entity will redeem old stock and issue new shares, he said.

- Directors of Freedom Newspapers Inc. Aug. 30 rejected the bid of Harry H. Hoiles to acquire 100 percent of the family-owned firm for more than $900 million. Hoiles owns about one-third of the Santa Ana, Calif.-based newspaper and broadcasting company.

D. Robert Segal, Freedom's president and chief operating officer, said the board also passed a resolution to the effect that the other owners "were not interested in selling their stock at any price."

Hoiles, the son of Freedom founder R.C. Hoiles and a former vice chairman of the board, was considering "ways to pursue the offer or other alternatives," according to a public relations firm representing him [presstime, May 1982, p. 59].

- Investors secured a 45-day option to buy the cash-poor St. Louis Globe-Democrat, which is owned by publisher Jeffrey M. Gluck and his wife. The option expires Oct. 25. As part of the agreement, the investors advanced $100,000 to meet the newspaper's payroll Sept. 6 [presstime, Sept. 1985, p. 59].
- Southam Inc. and Torstar Corp., two of Canada's biggest newspaper companies, announced a swap of substantial amounts of each other's stock. The exchange will give Southam a 30-percent interest in Torstar and Torstar 20 percent of Southam. The deal makes Torstar the largest stockholder in Southam, which had been the focus of widespread investor interest. Each company will have two directors on the other's board. □

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The London Free Press

JAMES E. ARMITAGE

The Board of Directors of The London Free Press is pleased to announce the appointment of Mr. James E. Armitage as President and Associate Publisher of The London Free Press and his election to the Board of Directors of the company.

Mr. Armitage succeeds Mr. C. Robert Turnbull who retired on August 31, 1985 after a distinguished 45-year career with the newspaper.

Mr. Armitage is a B.A. (Economics) graduate of the University of Western Ontario and an M.B.A. graduate of Stanford University. He joins the company following several years experience as a management consultant, primarily in the Canadian daily newspaper industry. As well, he has held operating management positions in both Canada and the U.S.

His appointment was effective September 1, 1985.

Another USA Today relative is living in Florida

Even before USA Weekend made its debut, another cousin of USA Today was born in Florida.

Florida Today is the new name for Gannett Co.'s daily newspaper in Cocoa, which until Aug. 28 had been called Cocoa Today. Florida Today has more color and staff and a publisher, Frank J. Vega, who previously was vice president for distribution at USA Today.

Florida Today has expanded state coverage and deemphasized national and international news.

To tie its national and Cocoa papers together, Gannett in mid-September began providing Florida Today subscribers with six weeks of free copies of USA Today. Later, a package of the two papers will be offered at a discount, Vega said.

The changes touched off speculation that Gannett might be considering a link between USA Today and newspapers in the 33 other states where it publishes dailies. Allen H. Neuharth, Gannett's chairman, said, "We have an experiment going on in Florida. I consider it an R&D project."

As for USA Weekend, 255 newspapers distributed the first issue, compared with 268 for its Sunday magazine competitor, Parade. Before Gannett bought Family Weekly and turned it into USA Weekend, Parade was picked up by only half that many papers [presstime, Aug. 1985, p. 61]. Parade's circulation climbed 18 percent to 29.8 million.

John Thompson, USA Weekend general manager, said the Gannett supplement lost "more than 160" newspapers that "tended to be smaller papers" and picked up 62. Circulation for the first issue, dated Sept. 8, was 12.6 million, he said. Family Weekly appeared in 362 papers with circulation of 12.8 million. □

Military press pool covers Sept. 19 event without leaks

A press pool was activated Sept. 19 to cover a military operation and, unlike an earlier experiment, this time the mission was carried out in secret.

In the Sept. 19 operation, 12 members of the news media were flown to Fort Campbell, Ky., to witness a mock invasion of a Marxist country where American hostages had been taken after the government's collapse. The pool included Washington, D.C.-based reporters and photographers from the Associated Press, United Press International, Newhouse Newspapers, the Los Angeles Times and Newsday of Long Island, N.Y.

Defense Secretary Caspar W. Weinberger said at a subsequent news conference that there will be more tests of the system, which was devised after the press was excluded from the U.S. invasion of Grenada two years ago.

Air Force Col. Robert J. O'Brien Jr., the Pentagon's deputy assistant secretary of defense for public affairs, said the operation was a "marked improvement" over the first test last April. In that test, representatives of eight news organizations were flown to Honduras to observe an amphibious exercise. Word of the pool leaked out before its members departed Andrews Air Force Base outside Washington [presstime, July 1985, p. 58]. ☐

NNA looks forward to 'continued growth'

As the National Newspaper Association celebrated its 100th anniversary, its new president said the outlook is for "continued growth."

Five years ago, the organization of more than 5,000 weekly and smaller daily papers was "virtually bankrupt," recalled James L. Pate, publisher of The Madill (Okla.) Record. "That is no longer the case. We are financially very strong," he said.

Pate was installed as president during NNA's Centennial Convention and Trade Show Sept. 17-21 in Minneapolis.

He told presstime that he looked forward to working with ANPA and its Postal Committee and staff. "We realize we hit a little bump in the road here recently on the postal matters," said Pate, referring to the split between NNA and ANPA on the issue of newspapers' use of second-class mail for total-market-coverage programs. "We feel that that's behind us, or at least I do." ☐

NEWSPAPER BUSINESS NOTES

- The **future of the Columbus (Ohio) Citizen-Journal looked grim** following Scripps Howard's announcement Sept. 11 that negotiations to sell the newspaper to Equity Planning Corp., an Ohio financial investment firm, had ended.

Although Scripps Howard President Lawrence A. Leser said the company is "continuing to pursue other possibilities concerning the future" of the Citizen-Journal, the paper's editor, Richard R. Campbell, informed his staff Sept. 16 he believes the paper will close.

Dec. 31 is the expiration date for the joint operating arrangement between the Citizen-Journal (morning, 119,150 circulation) and the Columbus Dispatch (evening, 204,705) [presstime, Aug. 1985, p. 16].

- **United Press International** in late September was evaluating "numerous expressions of interest from various parties" received earlier in the month for the wire service's purchase.

UPI would not comment on the identities of those expressing interest. But The New York Times reported the parties included more than 16 firms and individuals ranging from big communications concerns to former Central Intelligence Agency officials.

One of the parties was the Wire Service Guild, under an arrangement in which the Guild or UPI's approximately 750 Guild employees could form a partnership with a new owner [presstime, Sept. 1985, p. 60].

In a related development, U.S. Bankruptcy Court Judge George F. Bason gave the wire service until March 26 to submit a reorganization plan under the federal bankruptcy code.

- **A demonstration period for AD/SAT**, the proposed network for satellite delivery of national advertising to newspapers, has been delayed because project planners are still seeking financing. A demonstration had been scheduled for this year, with commercial service to follow in 1986.

The test will involve 12 newspapers in 10 plants in nine cities, and four New York ad agencies [presstime, July 1985, p. 48].

Scripps Howard has acquired
Hillsborough Community Publications
(9 weeklies and shoppers in the Tampa
Bay area) and the Southeast Group of Hearst
Community Newspapers (13 publications
in the Los Angeles area)
from Hearst Corporation.

We are pleased to have assisted
Hearst Corporation in this transaction.

Lee Dirks & Associates

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over-set

Alan Tepper

There is no mistaking Washington, D.C., as the "news capital" of the world, with this array of 26 newsracks on the corner of 17th St. and Pennsylvania Avenue.

Student archaeologists dig up old news in Annapolis

Student archaeologists digging in Annapolis have unearthed within two blocks of the Maryland Statehouse what one expert calls a "uniquely large collection" of Colonial-era printing type. One of the 7,000-8,000 pieces apparently is a mock stamp that Jonas Green, publisher of the Maryland Gazette, printed on the front page of his newspaper to protest the British Stamp Act of 1765.

The stamp, called the Death Head stamp, is a hand-molded lead block bearing a skull and crossbones. Green published it instead of the required revenue stamp, which the British government imposed on American colonies.

Green was a commercial printer who had worked with Benjamin Franklin in Philadelphia before moving to Annapolis. In 1738, Green took over publication of the Gazette, which was founded in 1727 and now publishes on a twice-weekly schedule.

The Annapolis dig site is amid the ruins of Green's print shop on property still owned by descendants of Green, says Mark P. Leone, associate professor of anthropology at the University of Maryland and a coordinator of the dig.

Life imitates Art

Columnist Art Buchwald has established a $1,000 scholarship at the University of Southern California's School of Journalism for "the most promising student satirist." True to Buchwald form, however, the traditional rules for awarding scholarships don't apply.

For example, Buchwald says the student should be "anti-establishment and contemptuous of the scholarship." Moreover, "If the person is on probation for something he or she wrote, that should be considered a plus."

Buchwald, an alumnus of USC, says the recipient "doesn't even have to say thank you."

Afghanistanism

Concerned that the story about the war in Afghanistan is not being told, the U.S. government is putting up $500,000 for development of an Afghan "media service."

"The Soviets, unfortunately, have largely succeeded in their efforts of hiding that war," says Sen. Gordon J. Humphrey (R-N.H.), who proposed the service. It will be a part of the United States Information Agency.

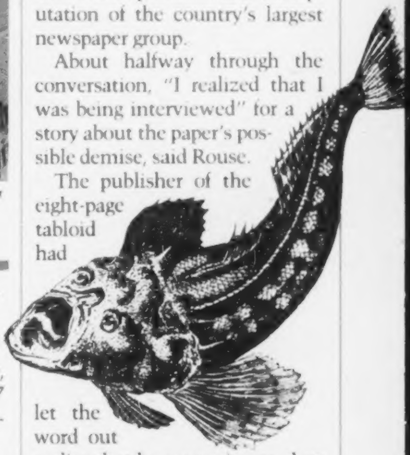
"As a practical matter, it will involve the training of Afghan journalists and providing to them minicameras to take video footage of the war," he says.

Gannett didn't buy this one

When Gannett called, Paul O. Rouse thought he had found a buyer for the Fishrapper, his 10-year-old, 1,000-circulation weekly in Wheeler, Ore. That tells a lot about both the optimism of the small-town publisher and the reputation of the country's largest newspaper group.

About halfway through the conversation, "I realized that I was being interviewed" for a story about the paper's possible demise, said Rouse.

The publisher of the eight-page tabloid had let the word out earlier that he was going to shut down or sell the paper largely because of the financial battering he's been taking in recent years from skyrocketing postal rates (733 percent for in-county, 288 percent for regular second class) and—the final straw—a recent hike in his libel insurance rates (from $150 to $352) and in the insurance deductible (from $1,000 to $2,500).



The tough times angle was the reason for Gannett's call, and resulted in a story in the Sept. 16 edition of USA Today. Of course, the paper's colorful name didn't hurt USA Today's interest in the story either. The name alludes to what happens to yesterday's newspaper and the vogue word for chitchat, "rapping," Rouse explained.

In any event, Gannett didn't buy, and Rouse still plans to get out of the business one way or the other. And then? Well, his first plan is to do a book compiling about 530 pieces he has written in a Fishrapper column, "Filosofical Frog."

Weather or not

Maybe this correction run by The Washington Post Sept. 8 had something to do with a late-summer heat wave:

"Because of an editing error and the miracle of computer information storage, the list of temperatures and weather conditions in foreign cities that was printed Saturday, Aug. 31, was incorrect. It reflected data from a day last December, which had been retained for reference."

Newspaper numbers

55—number of U.S. cities where two or more separately owned daily newspapers are published (22 of them through joint operating arrangements).

8,531,857—number of metric tons of newsprint consumed by U.S. daily newspapers in 1984.

41,265,000,000—number of preprinted advertising inserts handled by U.S. daily newspapers in 1984.

3,603,390—number of miles delivery vehicles of The Idaho Statesmen of Boise were driven in 1984 without an accident.

5—number of strikes at North American newspapers in 1984.

Confab in field for city folks

How ya gonna keep 'em down on the farm, after they've seen Fargo?

William C. Marcil, president and publisher of The Forum in that North Dakota city, got several big-city newspaper executives onto a 320-acre soybean spread when his ANPA Executive Committee went north for a late-summer meeting.

Farmer-state legislator Jack Dalrymple (**in the photo at right**, wearing a hat) gave a guided tour to a group that included ANPA Treasurer Arthur Ochs Sulzberger (left), publisher of The New York Times, and Chairman and President Richard J.V. Johnson, president of the Houston Chronicle.

Sure must be important, whatever it is

Look at that cartoon about SRDS! Wait, isn't that another one? And another one?

People casually flipping through advertising and media trade magazines have come across what, on first glance, appear to be normal cartoons.

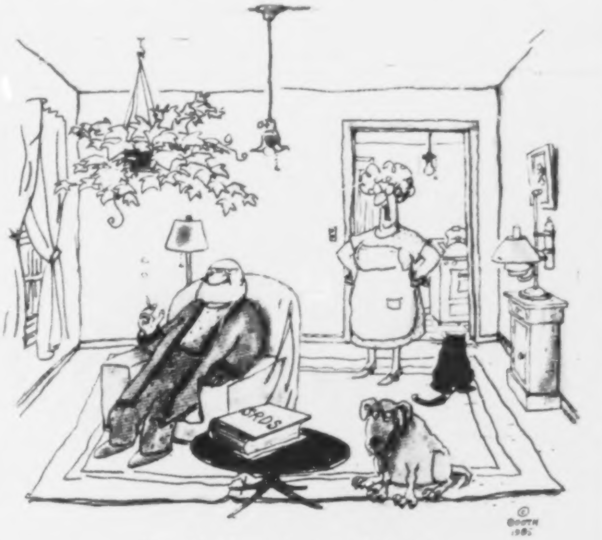
But they are, in fact, advertisements for SRDS—Standard Rate & Data Service Inc. of Wilmette, Ill., which publishes reference books that list the advertising rates of various media.

Launched in August, the ad campaign consists of drawings by nine cartoonists known for their work in The New Yorker magazine.

Most magazines are carrying the cartoons without labeling them as advertisements, according to Samuel P. Bradley, president of Bradley, Dimmock & Hungerford Inc., the New York City advertising agency that developed the ads for SRDS.

It would not bother him if publications felt it necessary to print an advertising disclaimer, says Bradley. "They are unabashedly advertisements for SRDS. We are not trying to pretend they are editorial."

But if the cartoons are misunderstood, it's all right with SRDS. It means SRDS is "big enough and important enough to make fun of," says account executive Nancy E. Hicks.



"Arnold, I know it means a lot to you, but a coffee table book it's not."

ANPA Calendar

OCTOBER

Labor Relations Seminar sponsored by ANPA, the Industrial Relations Bureau and Pacific Northwest Newspaper Association
Doubletree Hotel, Monterey, Calif., Oct. 7-9

ANPA Postal Committee meeting
Capital Hilton, Washington, D.C., Oct. 8-9

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., Oct. 8-10

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Hyatt Regency O'Hare, Chicago, Oct. 9

Newsprint Seminar sponsored by ANPA and the CPPA Technical Section
Hyatt Regency O'Hare, Chicago, Oct. 10-11

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Washington Marriott, Washington, D.C., Oct. 14-16

Newspaper in Education Instructor Training Seminar
Airlie House, Warrenton, Va., Oct. 14-17

ANPA Legal Affairs Committee meeting
Sheraton Inner Harbor Hotel, Baltimore, Oct. 25

ANPA/American Bar Association Task Force meeting
Sheraton Inner Harbor Hotel, Baltimore, Oct. 25

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Oct. 28-Nov. 1

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
Westin Hotel, Chicago, Oct. 30

ANPA presstime Advisory Committee meeting
The Hearst Corp., New York City, Oct. 31

ANPA Newspaper Health and Safety Symposium
New Orleans Marriott, Oct. 31-Nov. 1

NOVEMBER

ANPA Newsprint Committee meeting
Holiday Inn, Pointe Claire, Quebec, Nov. 6

ANPA Newsprint Committee/CPPA Newsprint Section meeting
Pulp and Paper Research Institute of Canada, Pointe Claire, Quebec, Nov. 7

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, Nov. 11-13

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Nov. 11-15

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Nov. 12

Management Skills for Newspaper Promotion Seminar sponsored by ANPA and the International Newspaper Promotion Association
Cathedral Hill Hotel, San Francisco, Nov. 18-20

ANPA Foundation/Business Council for Effective Literacy Print Subcommittee meeting
The Newspaper Center, Reston, Va., Nov. 20

DECEMBER

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Georgetown Marbury House, Washington, D.C., Dec. 2-4

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Dec. 2-6

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 5-6

ANPA Foundation Trustees meeting
The Waldorf-Astoria, New York City, Dec. 6

ANPA Foundation Minority Training Seminar on Camera Room Operations Procedures
The Newspaper Center, Reston, Va., Dec. 9-13

Supervisory Development Workshop sponsored by ANPA and the Alabama Press Association
Birmingham Hilton, Dec. 13-14

ANPA News

New ANPA policies include one-year term for chairman

At its Sept. 12 meeting in Houston, the ANPA Board of Directors unanimously approved several changes in the traditional governance techniques of the Association.

The changes are designed to bring more newspaper executives into leadership roles.

Beginning with the election of new officers at the Convention in San Francisco April 21-23, 1986, the ANPA chairman and president and the ANPA vice chairman will serve a single one-year term rather than two such terms.

Other officers, who in the past have held their positions for various periods, likewise will serve only one year in each office. The new system also provides that the officers will move up the ladder in this order: treasurer, secretary, vice chairman, and chairman and president.

Previously, the only officer in direct line to the chairmanship was vice chairman.

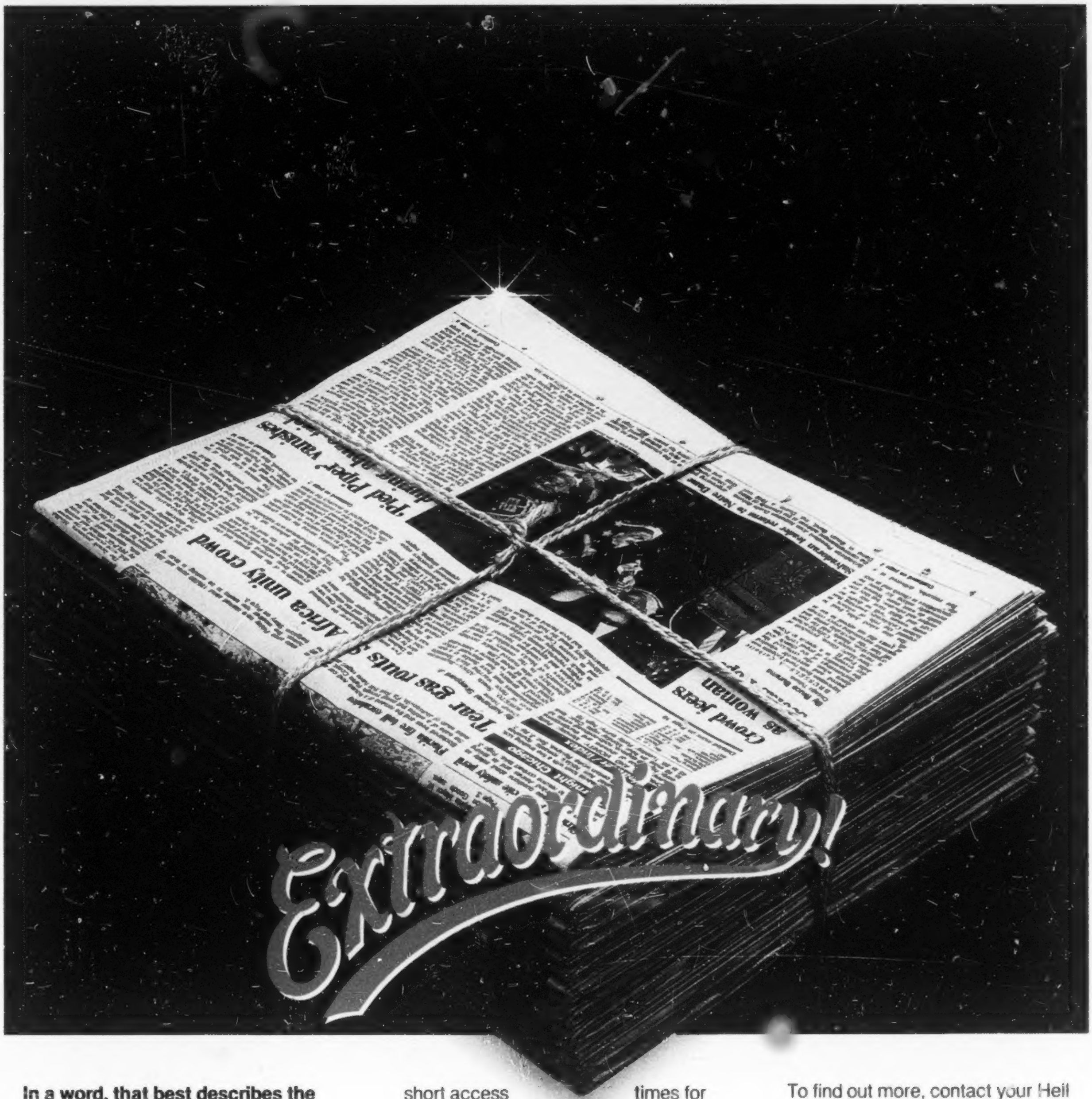
Under the new policy, the ANPA chairman and president will serve as chairman of the Executive Committee. In recent years, that position has been held by the immediate past chairman and president.

The new policy calls for the immediate past chairman and president to serve one more year on the Board, instead of two as has been customary, and to chair the Association's Nominating Committee.

That committee, which has enhanced responsibility under the new governance procedures, also will consist of the chairman and president, vice chairman and two non-officer members of the Board. It will nominate candidates for treasurer, directorships, the non-officer slots on the Nominating Committee, and ANPA Foundation trustees and officers.

Committee members named at the Board meeting in Houston were William C. Marcil of The Forum, Fargo, N.D., immediate past chairman and president; Chairman and President Richard J. V. Johnson of the Houston Chronicle; Vice Chairman Alvah H. Chapman Jr. of Knight-Ridder Newspapers Inc.; and Directors Edward W. Estlow of Scripps Howard and Edwin L. Heminger of The Courier in Findlay, Ohio.

To implement the changes, only one amendment to the ANPA by-laws was required. That amendment, providing a one-year term as director for the immediate past chairman and president, was approved unanimously by the Board. ☐



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Cooperation is the AP idea.

It's a Texas Gulf Coast paper sharing pictures of an oil spill with a competitor ahead of its own cycle.

It's the AP Atlanta bureau moving into the breach with system help when a Georgia paper's computer goes down.

It's a radio news director in Indiana phoning AP with a tip about the capture of a most-wanted fugitive.

It's an AP correspondent reporting from Beirut, from El Salvador, from Iowa City or from Sacramento.

It's a Florida paper filing its best stories by electronic carbon to the AP Miami bureau, for the benefit of other papers in the region and the nation.

It's cooperation, and it makes The Associated Press what it is—a unique news cooperative of thousands of newspapers, radio and television stations, and the AP's staff, all working together, all sharing together to produce the world's most comprehensive news report.

AP Associated Press